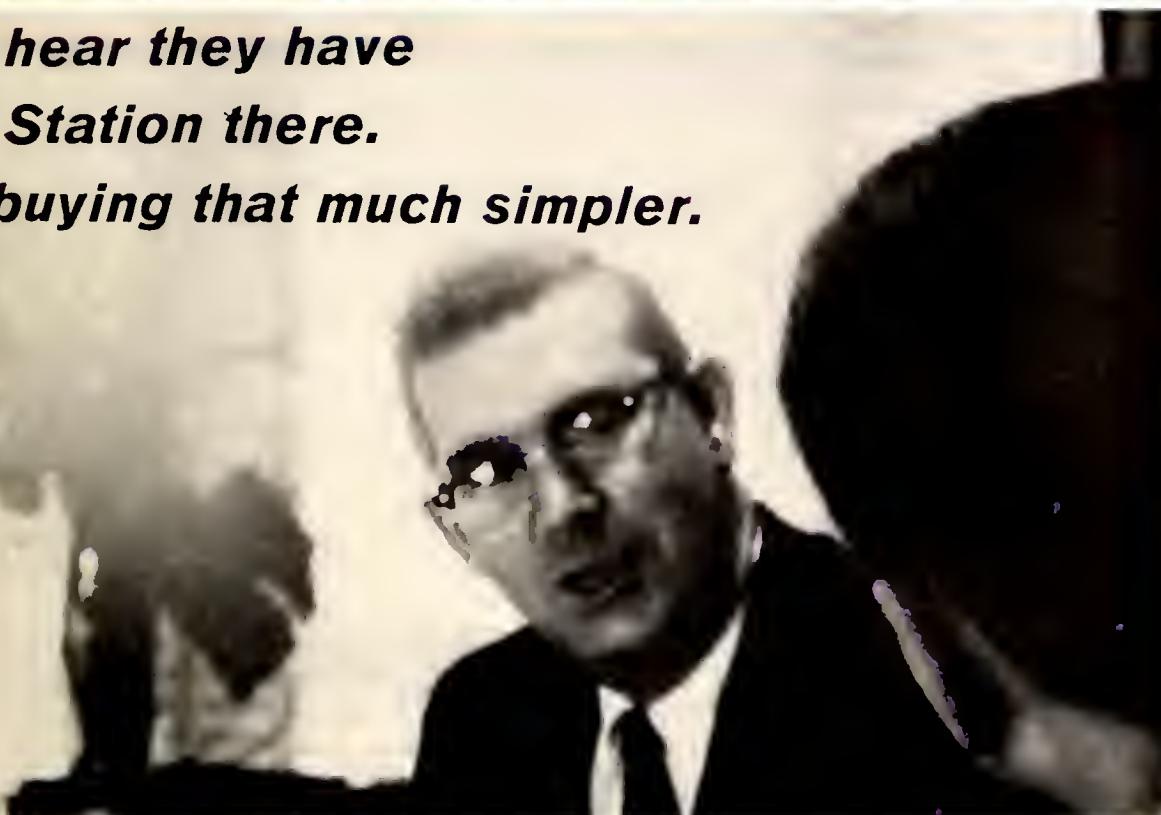


# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Glad to hear they have  
a Storz Station there.  
Makes buying that much simpler.



Any of these five important markets . . .  
talk to the biggest audience with the "Storz Station"!

MINNEAPOLIS-ST. PAUL . . . with WDGY. First Trendex pnts WDGY first! Whether you prefer Trendex, Hooper, Nielsen or Pulse, WDGY has prime availabilities in first place segments in the report you like best. See JOHN BLAIR or WDGY GM STEVE LABUNSKI.

OMAHA . . . with KOWH. Now in its sixth year of first place dominance. First on latest Pulse, Hooper and Trendex. Contact ADAM YOUNG INC., or KOWH General Manager JAMES GIL SHARPE.

KANSAS CITY . . . with WHB. First per Hooper, first per Area Nielsen; first per Pulse, first per Trendex. 87% renewal rate among Kansas City's biggest advertisers proves dy-

namic sales power. See JOHN BLAIR or WHB GM GEORGE W. ARMSTRONG.

NEW ORLEANS . . . with WTIX. Month after month WTIX maintains or widens its first place position in New Orleans listening. First on Pulse (6 a.m.-6 p.m., Mon.-Fri.) and first per latest Hooper. Ask ADAM YOUNG INC., or WTIX GM FRED BERTHELSON.

MIAMI . . . with WQAM. Way out front. With "Storz Station" programming WQAM has leaped to first in the morning . . . first afternoon . . . and all day on latest Hooper (30.1%) and Trendex (34.1%). Covering all of Southern Florida with 5,000 watts on 560 kc. See JOHN BLAIR or WQAM GM JACK SANDLER.

## BROADCASTERS ARE MISSING THE BOAT!

Tv/radio business outlook is rosy. But broadcasters who disregard warnings from admen won't get their share

Page 29

## What's new in television commercials?

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## Brand figures for all spot tv clients

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## SPECIAL SECTION NARTB Convention supplement

faces page 44

**the Storz Stations**  
today's Radio for Today's Selling

TCDD STORZ,  
President



PHOTO BY DEL WILLIAMSON

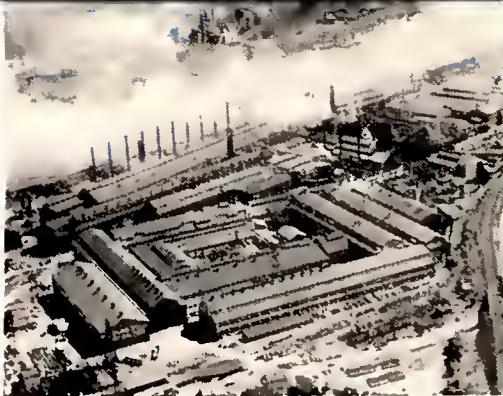
this is what we mean by  
**EXPANSION**  
in the  
WTRF-TV coverage area...

"a station worth watching"

**wtrf tv**  
CHANNEL 7

Wheeling 7, West Virginia

For availabilities and complete  
coverage information—Call  
Hollingsberry, Bob Ferguson,  
VP and General Manager,  
or Needham Smith,  
Sales Manager,  
Cedar 2-7777.



316,000 watts  
Equipped for network color

reaching a market that's reaching

new importance!

# WPEN

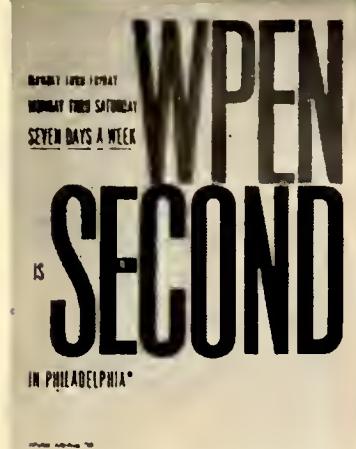
## BELIEVES IN ADVERTISING



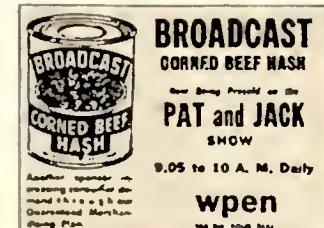
NEWSPAPERS—All three Philadelphia papers, year 'round plus suburban weeklies.



BILLBOARDS—Consistent coverage of the outdoor market.



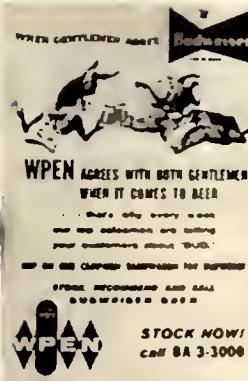
MAGAZINES—Monthly pages in Poor Richard's Almanac and Greater Philadelphia magazine.



FOOD TRADE NEWS—  
Continuous advertising in  
Philadelphia's food newspaper.



POINT OF SALE—Shelf talkers,  
posters and streamers in the Penn Fruit  
supermarkets.



TRADE MAILINGS—  
Constant mailings to the  
food, drug, hardware and  
automotive trade.

FIRST IN NATIONAL AND LOCAL ADVERTISING

Represented Nationally by GILL-PERNA INC. — New York, Chicago, Los Angeles, San Francisco

WPEN



# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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The airline's marketing strategy is built around the attempt to reach businessmen as its prime customers

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**Sponsor Publications Inc.**

# \$1,500 REWARD!!!

*...if you can find stations in the U. S.  
that dominate their markets  
as KWKH does in the Shreveport area...*

WHEN the new NCS #2 Study was released we were extremely happy to see how completely KWKH dominates its market in *both* home-county coverage *and* total coverage as compared with any other radio station in Shreveport.

In fact, it seemed possible to us that our margin of superiority over our nearest competitor was greater than that of any station in the U. S.

After a special check with A. C. Nielsen Company, however, we find that three U. S. stations nose us out. CAN YOU FIND THEM? If so, you can win yourself a total of \$1,500.00 cash—or \$500.00 for each of the three!

**THIS IS NO GIMMICK . . .** It is an announcement of a legitimate contest. If you are a timebuyer, account executive, or other employee of an accredited advertising agency, you can win \$500.00, \$1,000.00, or \$1,500.00 right now!

## HOW TO CALCULATE A WINNER!

Use only Nielsen Coverage Service No. 2, Spring, 1956. Comparisons will be made on the basis of "Weekly Coverage" figures listed under "Homes Reached" in Table A.

a. Using these figures, determine KWKH's home-county coverage (Caddo County) and

divide it by the corresponding home-county coverage figure of KWKH's nearest competitor. This will give you a home-county comparative quotient.

- b. In a corresponding manner use the "Station Total" figures under "Homes Reached" for KWKH, and divide it by "Station Total" figures of the same competitive station. This will produce your second quotient.
- c. Now select any other market and stations of your choice, and use the same procedure. If you find *both* quotients greater than the KWKH quotients, you have found one of the three winners.

## CONTEST RULES:

- 1 This offer applies only to multiple-station markets (three or more stations). The station proposed must be compared only with other stations officially located *in the same county*.
- 2 It applies only to stations within Continental U. S.
- 3 Only one award will be made for any one correct entry. Postmarks will determine earliest entry in case of duplications.
- 4 In submitting entries, the name of the station together with the supporting figures from the Nielsen NCS No. 2 are required. Entries must be mailed to Henry Clay, Station KWKH, Shreveport, Louisiana.
- 5 This contest is open only to timebuyers and other personnel of recognized advertising agencies.

FOR FURTHER INFORMATION OR PARTICULARS, PLEASE CONTACT YOUR NEAREST BRANHAM OFFICE.

# K W K H

A Shreveport Times Station

TEXAS

SHREVEPORT, LOUISIANA  
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.  
Representatives

Henry Clay  
General Manager

Fred Watkins  
Commercial Manager

# T.V. spot editor

*A column sponsored by one of the leading film producers in television*

## SARRA

NEW YORK: 200 EAST 56TH STREET  
CHICAGO: 16 EAST ONTARIO STREET



Unusual and bold, this 20-second spot uses only the product itself to hold interest! NABISCO'S Deluxe Assortment of Cookies is arranged in a striking abstract pattern. Through the third dimensional artistry of stop motion, the pattern changes as the cookies revolve to show their shape and variety. Produced by Sarra for the National Biscuit Co. through McCann-Erickson, Inc.

**SARRA, INC.**  
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street

Sarra shows how television commercials for pharmaceutical products can be kept lively and interesting in this series of one minute and 20-second spots for MUSTEROLE. Full orchestral accompaniment, jingle, and different stylized animation treatment are used in each spot. Believable live action sequences added to the animation show the soothing "baked heat comfort" MUSTEROLE brings, as well as emphasize the availability of the product in strengths. Produced by Sarra for Plough, Inc.

**SARRA, INC.**  
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street

Here's something new! Pancake batter that's made in a shaker. To dramatically illustrate the ease of mixing AUNT JEMIMA Pancake Flours, a stylized animated shaker character, "Cindy Shaker" is combined right in the live action scenes to tell the story and show how simple it is to mix the AUNT JEMIMA Pancake Flour, Wesson Oil, egg and milk. Appetizing pancake shots with "Cindy" singing a catchy jingle, "In Just Ten Shakes" wraps up the spot in a truly rememberable fashion. This series of one-minute TV spots was produced by Sarra for the Quaker Oats Co. through J. Walter Thompson Co.

**SARRA, INC.**  
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street

Are you carefully policing your television prints? You should! By all means check the quality of the prints that are being televised. Long, continuous use of one print is bound to result in picking up dirt and scratches and thus lessen the effectiveness of your sales message. A single scratch can ruin your investment of thousands. So, protect your TV commercial investment at a small cost by replacing damaged prints the television stations might be using, and thus maintain the highest possible viewer acceptance.

**SARRA, INC.**  
New York: 200 East 56th Street  
Chicago: 16 East Ontario Street

# NEWSMAKER of the week

**The news:** Four hundred dairymen, members of the American Dairy Association, have approved a record setting consumer advertising budget of \$5.175 million. Network television and radio will get between \$2.5 and \$3 million to promote milk, butter and cheese products as ADA switches emphasis from youngsters to adults.

**The newsmaker:** Martin J. Framberger, general manager of the association, will administer this high-budget, all-media advertising campaign from Chicago headquarters. Working with Campbell-Mithun advertising agency there, he'll supervise coordination of all-industry dairy promotions and related tie-in advertising.

Most of the broadcast budget will go to re-runs of *I Love Lucy* on CBS TV next fall, but additional TV properties are still being scouted by association executives. The adult situation comedy series replaces ADA's three-year *Disneyland* effort because of the latter's "increased production costs and because its audience is dominated by children while the association's advertising effort is directed primarily at adults."

Framberger and ADA return to network radio this year. The move was prompted by results of an ADA consumer survey showing that "radio commercials could be expected to bring about an increase in milk drinking by adults, especially during evening hours."

Final broadcast plans haven't been set, but it's expected that the association will slot its announcement copy on NBC during nighttime periods.

Dairymen, collectively, are unusually promotion minded, says Framberger. ADA's proof: the association budget has been upped 15% this year, to a high of \$6.25 million (and advertising gets 85% of this); 87% of the membership said in a recent survey that advertising and sales promotion are important helps in increasing the sale of dairy foods.

They look to advertising to increase their sale of milk, particularly. (Sales last year: a high of 113 billion pounds.) Their convictions are based on statistics like these: A cross-section of consumers was asked about daily milk requirements: 43% replied in terms of glasses, contrasted with two years ago when only 19% used this term of reference. The gain is attributed by ADA to its "Three Glasses A Day" advertising theme.

Framberger's pro-advertising directive comes from the more than half of all U. S. dairymen who belong to the association. "Most of them feel they must work together as a group to do a selling job for their products," he says.



Martin J. Framberger

## The truth about the **NEGRO MARKET**



The only Northern California station selling the entire San Francisco, Oakland, Bay Area Negro market

The greatest array of talent in the area... top Negro salesmen... nationally accepted.

● **MAGNIFICENT MONTAGUE**  
— brought direct from WAAF, Chicago. His sponsor list, sales results and audience are equally magnificent.

● **RAMON BRUCE**  
— WAAT, Newark, N.J. Leading Negro-appeal personality in New Jersey. Best rating among all programs during his broadcast.

● **SWINGING DEACON**  
— The most popular local Negro-appeal personality. Dominates the heavily populated Negro local and fringe areas.

Plus other  
Great Negro Stars!

**TELL IT—SELL IT**  
on the **NEW**  
**K-SAY**

**10,000 WATTS**      **1010 KC**

*Studios:*  
1550 California Street, San Francisco  
1815 Alcatraz Avenue, Berkeley

**GRANT WRATHALL**      **WALT CONWAY**  
*Owner*      *General Mgr.*

*Nationally  
represented by*  
**JOHN E. PEARSON & COMPANY**







# It takes the



# RIGHT two!



**IT'S A FACT!** With the *right* two—WFBG-TV, Altoona, and Pittsburgh—you get 76,701 *more* TV homes. In this area—day and night—seven days a week—WFBG-TV delivers average audiences 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. Your BLAIR-TV man has the proof: ARB, November 1956; ARB Altoona Coverage Study, March 1956.

**ONLY BASIC CBS-TV STATION SERVING THE AREA**



**WFBG-TV**  
ALTOONA, PENNSYLVANIA



Channel 10  
ABC-TV • NBC-TV

*Represented by BLAIR-TV*

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.  
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N. Y.  
WHGB-AM, Harrisburg, Pa./WFBG-AM • TV, Altoona, Pa./WNHC-AM • FM • TV, New Haven-Hartford, Conn.  
National Sales Office, 485 Lexington Avenue, New York 17, New York

# SPONSOR-SCOPE

6 APRIL  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

As broadcasters swarmed into Chicago this week for their annual NARTB convention, they again had that plush feeling. Business looked good. Problems though plentiful, as usual—weren't ugly enough to keep anybody from having a second Scotch.

And yet this year things were different. For this was the first year in many that the industry's prosperity was based solidly on its inherent power—not so much on its physical growth in terms of transmitters and sets.

Behind the knowledge of that inherent power likewise lay the secure knowledge that the industry's backers—the advertisers—were in a spending mood because they, too, felt secure. Over-all, America is boozing. Specifically, this is the outlook for the big splurgers:

**FOODS:** Packaged foods continue to benefit from population growth and the housewife's yen for convenience when she can afford it. Meantime the dairy industry is maintaining a moderate uptrend, while flour milling is benefiting from the ready mixes (though the competition here is terrific).

**SOAPS:** Synthetic detergents are the spectacular foam in this market. Moreover, most of the big fellows are diversifying rapidly to the tune of heavy advertising.

**DRUGS-TOILETRIES:** When people have more money, they tend to pretty themselves up more. That's the big story here. But there's another angle with a strong, if more subtle, importance: The high rate of female employment is a big factor in the sale of cosmetics. Furthermore, this trend is firm—women will continue to be a bigger and bigger contributor to the U. S. labor force.

**AUTOS:** Industry sales are up somewhat over last year, which is a benign omen. But just as important is the fact that the auto companies by now are thoroughly sold on the air media as primary advertising weapons.

**TOBACCOS:** Cigarette consumption is on its way to another high, regardless of cancer talk. Insiders figure that medical scares don't really scare people out of smoking anyhow—they merely scare them into another type of cigarette (the filters).

It looks as though all the big network tv spenders—P&G, Lever, General Foods, Ford, etc.—will have exercised their options by the end of this month.

Among the decisions made this week:

- **S. C. Johnson** is going to sponsor the Steve Allen show on an alternate week basis, effective 12 July.
- **P&G** replaces the Jane Wyman Show with Meet McGraw.
- **Miles Laboratories** will share ABC TV's Wednesday Fights with **Mennen**.
- **U. S. Steel** stays on CBS TV another season, with the Theatre Guild still producing.
- **Alleoa** and **Goodyear** will sponsor **Gulliver Travels**, a 4-Star anthology on NBC TV Monday nights.
- **Revlon** will underwrite **The Guy Mitchell Show** on ABC TV this fall.

Fall tv programing currently shapes up like this:

- 1) Eye-brow deep in **Westerns**.
- 2) More **crooners** heading up variety shows.
- 3) Strong resurgence of the **whodunit**.

Here's what NBC and CBS are asking per week for their one-hour film properties:

- NBC TV: **Crisis**, \$79,529 gross; **Wagon Train**, \$76,176 gross.
- CBS TV: **Perry Mason**, \$87,000 gross.

When Bob Eastman of Blair joins the AB-PT team as head of the radio network, probably in May, the move will dramatize the impact that radio's revitalization has made on the industry's evaluation of executive manpower.

Eastman, now John Blair executive v.p. in charge of radio, is regarded by his confreres as:

- 1) Thoroughly seasoned and adept in every facet of selling and promoting radio.
- 2) Imbued with the idea that radio has new dimensions and new horizons.

Leonard Goldenson, AB-PT president, will formally announce Eastman's appointment only after his board of directors considers a proposal at its 10 April meeting to set up ABC Radio as a separate corporation.

**Here's one clue as to how the spot business is running—radio vs. tv:**

CBS, Inc.'s company-owned radio stations are up 21% as compared to a year ago, while the tv increase this year is 12%. There's a difference in rates, of course, but the percentages nevertheless show spot radio's relatively hot aspects.

**The tv networks still are puzzling over how to handle the early evening news.**

Now it's NBC TV that's fiddling with the time period—moving it back a notch to accommodate entertainment. The shift this fall will be to 6:45 with a repeat at 7:15. At the same time, program costs will be cut to around \$3,500 per quarter-hour.

CBS TV already has backed up its evening news to convert the 7:30-8 period into strictly entertainment. That ate into NBC's ratings and made the sales picture less attractive.

There's one drawback to this maneuvering, however: **Kids often control the family set at supper time**, and guess what they like.

**How do you cushion the mood transition from a scene of harrowing violence to a happy commercial without making it seem ludicrous?**

This problem is getting a lot of attention lately from agency research directors.

The usual way is to find out from Nielsen where the program gets its maximum traffic and plop the commercial there.

But tests show that this system isn't good enough to insure optimum absorption of the commercial. So the psychologists now are putting on their thinking caps.

**Synthetic yarn manufacturers—including duPont—are hoping the right kind of advertising will help them out of the gallery into a front row seat.**

The tendency of consumers is to identify the finished product with the name of the garment manufacturer or the reputation of the store.

In other words, the chemical yarn makers can't seem to build the reputation they want for their own trademarks. Moreover, there's another mixup in that most finished articles have their synthetics blended with cotton or wool.

CBS Radio for over a year has been trying to get duPont in on a schedule; but just when things have looked warm, the company's yarn people hesitated.

**BBDO believes that Imagery Transfer can be used to link a magazine ad with a radio commercial.**

So, it has induced Oneida silverware—strictly a magazine advertiser—to test a six-second spot on a couple of radio stations.

If a subsequent check shows that the radio spot can conjure up the image in the magazine ad, the agency will recommend application of the idea on a wide daytime scale.

The fluid drive of the spot business this week carried it to these important crossroads:

Fork No. 1: What to bill P&G for the 90-second tv commercials it's scheduling in late-evening film shows? (They're the same as used in network programs.) The rate for five minutes could apply; but some reps and stations are inclined to 150% of the minute rate. In many instances the five-minute rate would be a give-away, comparatively.

Fork No. 2: How are users of NCS#2 to be kept informed of changes in radio stations' power and frequency during the next two or three years? The solution favored by both sellers and agencies is that Nielsen mail notices to subscribers to be pasted in their NCS books (some insignia like a red star would denote the change).

Fork No. 3: What do you do about the increasing number of big spot radio advertisers who are asking for two- or three-week hiatuses? In saturation campaigns, this can cause a real headache to stations. They're asking their reps: How can you fill in such spots for just two weeks?

You won't see it in the headlines every day, but color tv nonetheless keeps moving along. Latest item:

Crosley Broadcasting has acquired the first color mobile unit. RCA built the equipment.

If you beat your brains out on a tv commercial and then get the sneaking suspicion that your work of art may find itself in a crowded gallery, you are so right.

SPONSOR-SCOPE asked Nielsen just how many commercials will be delivered this year throughout the U. S. Nielsen says:

Over 570 billion.

This is how the big research firm calculated that estimate:

1) Multiply the number of hours (5) that the average home views tv by the number of days a week and the number of weeks a year. You get over 1,800 hours of viewing per average home a year.

2) Multiply this figure by 8 (the number of commercials viewed per hour in the average home) and you get about 14,500 as the total commercials viewed per home per year.

3) Multiply this by 39,300,000 (the number of tv homes as of March 1957) and you get upwards of 570,000,000,000 as the total number of commercials likely to be seen in all U. S. homes during 1957.

Note: For commercial impressions delivered to all members of the family, multiply by 2. Anyway, it's over a trillion.

Although independent packagers control the lion's share of nighttime tv network shows (at least 64%), the networks have a firm grip on daytime.

SPONSOR-SCOPE's breakdown of 38 daytime sponsored network shows listed in 16 March Comparagraph indicates this dispersion:

INDEPENDENT PACKAGERS	WHOLLY-OWNED BY NETWORKS	NETWORK-INDEP. PARTNERSHIPS	AD AGENCY PRODUCED
21%	50%	6%	23%

(See 30 March SPONSOR-SCOPE, page 11 for nighttime percentages.)

NBC Radio is working on a new twist for its weekend Monitor: five-minute comedy vignettes culled from recordings of old shows with Fibber McGee & Molly, Bob Hope, Lum 'n' Abner, and others.

These quickies might open up an entirely new field for weekend selling: They could be a vehicle for saturation exposure and frequency.

## SPONSOR-SCOPE *continued . . .*

ASCAP's four-year contract with the tv industry expires end of the year. Preliminaries for negotiating a new one start this week at the NARTB convention.

A negotiating committee for the broadcasters is to be appointed as part of a management conference on tv music licensing Thursday (11).

ASCAP says its tv-radio committee hasn't as yet firmed up new terms.

### This week's contribution to the momentum network daytime tv is gaining:

JWT has recommended to **Church & Dwight** (baking soda) that it buy participations in the afternoon. The company's budget is about \$500,000.

Loew's TV enumerated its tv station interests at a corporate board meeting this week, but did not say whether these facts have been filed with the FCC.

**Definite acquisitions:** 25% each of KTTV, Los Angeles, for \$1,625,000, and KMGM, Minneapolis, for \$750,000. **Option to buy:** 25% of KTVR, Denver, for \$525,000.

(See Washington Week, page 77, for Department of Justice's suit to bar Loew's from selling its film library to tv stations on a block-booking basis.)

You can tell how tv stations are programing locally this year by types and quantities if you consult Sponsor Services' *Buyers' Guide*, issued last week.

The Guide shows that 92% of the tv stations are programing late evening film, 67% afternoon film, and 76% syndicated film.

Daily newscasts are carried on 85% of the stations, with 59% of them maintaining their own local newsreel coverage.

Over 50% of the stations now schedule farm service programing.

Note for buyers for sportcasts: 80% of the stations carry them daily.

Grove Laboratories' Bromo Quinine account (worth about \$1 million) is up again for bidding.

Benton & Bowles has retired from its association with the company.

Chevrolet apparently is saving its advertising firepower for the 1958 models.

SPONSOR-SCOPE learned from Campbell-Ewald this week that no sizeable spot campaigns on Chevrolet are being planned up to that point.

Suggested a C-E official: "If stations are looking for Chevrolet money, they'll have to get out and sell themselves to the dealers in competition with newspapers."

Despite a price hike to \$51,250 net, Toni probably will string along with the Groucho Marx show for next season.

North Advertising, Toni's show buying agency, has had to weigh many factors against one another.

The agency candidly outlined its dilemma to SPONSOR-SCOPE thus:

- It saw every pilot available and is dubious about taking a gamble with any one of them.
- Economic sense dictates it's wiser to protect yourself with a property that should at next season's price come to \$3 or less per commercial minute.

For other news coverage in this issue, see Newsmaker of the Week, page 5; New and Renew, page 57; Spot Buys, page 60; News and Idea Wrap-up, page 50; Washington Week, page 77; SPONSOR Hears, page 80; and Tv and Radio Newsmakers page 86.



**"Check the Pulse  
before you buy  
New Orleans"**

**"Already have . . .  
So I've already  
bought WTIX"**

**WTIX** is first in latest New Orleans Pulse  
with 19.5% average share of daytime audience.\*

And here's something else Pulse reveals: WTIX has more Pulse points than any other New Orleans radio station from 6 a.m. to 12 midnight, Sunday through Saturday. Hooper, too, shows WTIX to be first all day in this 11-station market. This is what Storz Station programming, ideas and excitement have done to New Orleans radio listening, and continue to do month after month. This audience pulling power has been bringing satisfying results to more and more national and local advertisers. How about you? Get the details from Adam Young or WTIX General Manager Fred Berthelson.

\*6 a.m.-6 p.m., Monday-Friday, Nov.-Dec., 1956

**WTIX** *New Orleans*

**The Storz Stations**  
*today's* Radio for Today's Selling

**TODD STORZ,**  
*President*

**WDGY**  
Minneapolis-St. Paul

**WHD**  
Kansas City

**WQAM**  
Miami

*Represented by John Blair & Co.*

**KOWH**  
Omaha

**WTIX**  
New Orleans

*Represented by Adam Young Inc.*





BUFFALO'S OWN AGENCIES  
AND ADVERTISERS CHOOSE  
WBUF, CHANNEL 17, AS THE **NEW**  
**MOVING**  
**FORCE IN**  
**BUFFALO**

TO PROMOTE THE EXTENSION OF NIAGARA MOHAWK SERVICE IN AMERICA'S 14TH MARKET, BUFFALO'S BBD&O BUYS "WEATHER LOG," STARRING MAC MCGARRY, ON WBUF.

"WEATHER LOG," with its nightly forecasts (M-F, 11:10 pm), is a "natural" for this power company's public service advertising—an economical way to combine year-round continuity with the prestige of "owning" a program. "Weather Log" is the only TV advertising Niagara Mohawk uses in Buffalo.

MAC MCGARRY'S selling personality has really clicked in Buffalo. Mac's suggestions to viewers ("Write today for this *Live Better Electrically* booklet"; "Phone *House Power* for free rewiring information") bring Niagara Mohawk a constant flow of requests.

"WBUF," in the words of BBD&O account executive Jay S. Larmon, "is now serving the Buffalo market with top-notch network and local programming. Since our weather program went on the air, our audience has increased by more than 50%. We, as well as the client, are pleased with the show's results."

Coverage up! Ratings up! Billings up! WBUF, the fastest-moving force in Buffalo, is ready to go to work for *you* today!

*Exciting things are happening on*



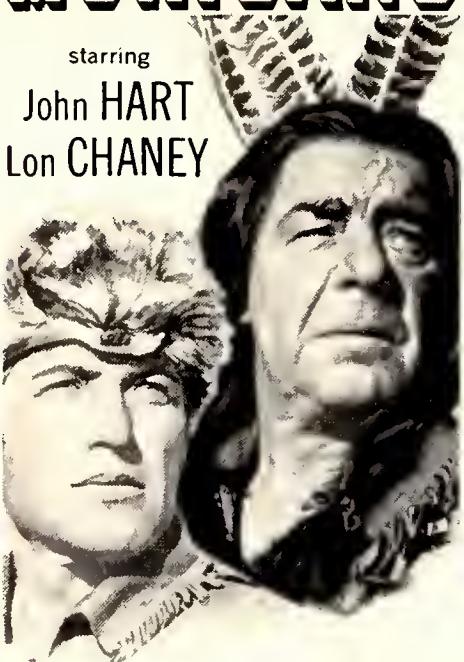
*Left to right:*  
Frank Buxton, Pgm. Director for WBUF; John H. Foy-  
garty, BBD&O Acct. Supervisor; Mac McGarry; Jay S.  
Larmon, BBD&O Acct. Executive on Niagara Mohawk.

**Just in!**  
**Seattle · San Diego**  
**San Francisco**  
**OUTRATES ALL**  
**COMPETITION**  
**FIRST RATED**  
**TELECASTS**

22.3 KING, Pulse 2/6/57  
 23.5 KFMB, Pulse 2/6/57  
 16.4 KPIX, Videodex 2/5/57

**HAWKEYE**  
 AND THE  
**LAST OF THE**  
**MOHICANS**

starring  
 John HART  
 Lon CHANEY



Television Programs of America, Inc.  
 488 Madison Ave., N.Y. 22 • PLaza 5-2100

## Timebuyers at work

**Beverly Turner**, J. Walter Thompson, New York, timebuyer for Brillo, comments: "Since 1946 the standard of living of most Negroes has risen steadily. This rise can be attributed to increased industrialization in the South particularly and increases in wages of skilled and semi-skilled labor. Forced to live in low-rent areas, Negroes have more spendable income than ever before. With this new economic power has come the desire for quality products and "name brands"; food studies show Negroes to be the highest in brand loyalty. To cultivate this market, the advertiser should: (1) Utilize an established personality to establish product identification. (2) Give the announcer latitude with the commercial because he can tell the product's story more believably in his own way. (3) Slant advertising to Negro domestic help in sections of the country where Negro domestic help is common. In the South, for example, the cook usually does all the marketing for the household in which she is employed. (4) Check all of the sponsors using a given personality in order to avoid participating with products that might be incompatible with the client's aims."



**Ed Tashjian**, Emil Mogul Co., Inc., New York, timebuyer for Park & Tilford's Tintex, comments: "Spot radio saturation and its evaluation has placed stress on quantity. But it is not sufficient to define station audiences in quantity alone. An equally important factor that must be considered is the qualitative aspect of station programming and the audience. A close correlation should exist between program and type of audience it attracts. However, we have few statistics on audience differences. Data is needed in terms of economic levels, age and sex of the listeners as well as their shopping habits. This information should even be broken down into time segments. Many reasons are given for the lack of research in this business. Some stations claim the

cost is too high; others, that the number who request this information is too small. But this industry is not going to mature until it tells the buyer exactly what he's getting for his money. And if print media can go to such lengths in their presentations to buyers, there is no reason why up-to-date studies of this nature cannot be conducted and made readily available to us for our evaluation."



# PIN POINT POWER GETS BEST RESULTS

Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with no waste coverage. W-I-T-H reaches 74%\* of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to provide a "steady stream" of sales results for you, too.

\*Cumulative Pulse Audience Survey



**Buy W-I-T-H**

Tom Tinsley  
President

R. C. Embry  
Vice Pres.

**CONFIDENCE**

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.  
**Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

New  
Nielsen  
No. 2  
PROVES  
is  
your  
best  
choice  
for  
1957

IN THE BILLION  
DOLLAR  
COLUMBUS,  
GEORGIA  
MARKET

CALL HOLLINGBERY CO.



## Sponsor backstage

### Features haven't hurt syndicated film

I am always loathe to let too much time go by without taking another, and still another look at the fast-moving film aspects of the television scene. I mean both theatrical feature film and syndicated, especially-made-for-tv film. And taking a look, this trip, again gives me the opportunity to take a modest bow in SPONSOR's behalf for having called the turn on a couple of interesting developments.



Just about the time the first vast deluge of good major Hollywood product was being dumped on the market and many syndicators of half-hour tv film shows were hastening to the wailing walls I indicated that I didn't believe any amount of fine feature film would hurt the market for syndicated television film appreciably. And today there are many evidences that this was a fairly accurate observation. NBC Television Film's Jake Keever, for example, comes up with a 12-city study of feature film ratings vs. syndicated series ratings which tells a mighty interesting story.

### Syndicated series top feature ratings in most markets

Using American Research Bureau ratings, Jake comes up in each market with a combined top 10 listing for both features and syndicated programs. Only in New York do features take more positions in the top 10 (six out of the 10) than the syndicated shows. In Chicago, Philadelphia, San Francisco and Minneapolis-St. Paul syndicated 30-minute programs took seven out of 10 positions; in Portland, Seattle and Detroit not a single feature film show even made the top 10; in Los Angeles, Baltimore, Boston and Denver only one feature film show made the top 10. Features showed their greatest strength on weekends, but Monday through Friday the syndicated half-hours outrated the features handily.

Some columns ago, too, I mentioned that the utilization of syndicated half-hours as strips would continue as a healthy trend. And the decision of WCBS-TV to strip *Susie*, formerly known as *Private Secretary*, and the much-played *Topper* series starting in the fall, bears out that prognostication.

Production plans for new series, too, are shaping up at a healthy pace. Official Films, which hadn't turned out a syndicated series in the past three-and-a-half to four years, is going into production on two new series. Television Programs of America has started a new Charlie Chan series. Ziv has its usual enthusiastic and substantial new plans, and MCA-TV, to mention just a handful of the established producers, is loaded with new shooting schedules. (See film listing, Convention supplement, page 20.)

Even individual performers and other creative talent continue to lay their loot on the line to take a crack at the telefilm business. In recent weeks Mark Stevens, actress Louise Paget, George Gobel

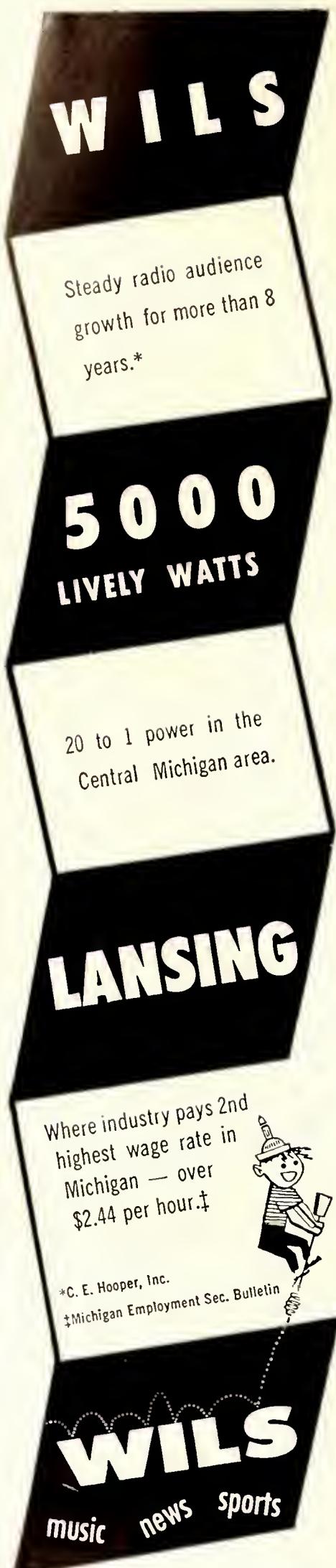
# Famous on the Georgia Scene



STATE CAPITOL of Georgia, near the heart of downtown Atlanta, capital city and hub of the Southeast's No. 1 market. Also located in Atlanta and likewise famous on the Georgia scene is WAGA-TV, the state's leading television station. With a coverage extending over 60 counties, its tallest tower and maximum power give WAGA-TV a special place under the Georgia sun.



STORER BROADCASTING COMPANY SALES OFFICES  
NEW YORK—625 Madison Ave. • CHICAGO—230 N. Michigan Ave. • SAN FRANCISCO—111 Sutter St.



1320 KC Represented Nationally by Venard, Rintoul & McConnell, Inc.

(and his partner Dave O'Malley) and Western hero Randolph Scott have all announced plans for producing video picture pilots.

Adding to the generally robust outlook for the telefilm business, of course, is the rapidly developing foreign market for films. Ziv has long since done an outstanding job of blazing the trail for American telefilm abroad. At this point every major tv film producer and distributor is actively operating right around the world. We're indebted to Television Programs of America for a fresh survey, showing what the foreign market looks like at this stage of the game.

England has 6,200,000 sets of which about 2,500,000 can receive both BBC and ITA signals. Conversion of sets to receive ITA as well as BBC is running at the substantial rate of about 200,000 per month. Russia has about 1,300,000 sets; West Germany, 682,000 (and sales of new sets are running about 60,000 a month); France has 400,000 sets, with at least 700 French schools having installed receivers; Italy, 328,000; Belgium, 150,000; Holland, 88,000; Denmark, 50,000; Switzerland, 19,000 and Austria about 5,000. Of the Iron Curtain countries only East Germany and Czechoslovakia, the former with 50,000 and the latter with 60,000, have any circulation to speak of. Norway, Sweden, Spain and Portugal also have comparatively few sets. Sweden, however, is shaping up a nationwide tv expansion program, with the government putting up the loot, and France is planning seven new stations in Spain.

#### **Major U. S. sponsors bankroll tv film series abroad**

Some of the major American sponsors, carrying tv film series abroad include Borden's who bankrolls the *Lone Ranger* and *Stage 7* in Puerto Rico; National Biscuit Co., who runs *Count of Monte Cristo* in Mexico City; Campbell Soup bankrolls the same show in Puerto Rico, while Bristol-Myers presents it in Venezuela. Literally dozens of American shows have been dubbed in Spanish, with CBS Film Sales just having completed Spanish dubbing on 39 *I Love Lucy* episodes. Dozens of other shows have been and are being dubbed in French.

For full play in Canada, of course, it is necessary to have both French and English versions. One of Canada's own telefilm series, for example, *Pierre Radisson* (he founded the Hudson's Bay Company) runs on the Canadian Broadcasting Corp. French network in that language on Sundays, and the English kine is run the following Saturday. *Hawkeye and The Last of the Mohicans* will start soon via the CBC in both English and French versions. The aforementioned *Lucy* makes six of CBS Film Sales' series to be dubbed in Spanish. TPA has *Lassie*, *Count of Monte Cristo*, *Lone Ranger* and others running in Spanish, and is dubbing *Fury* in that language, and *Lassie* in German, French, Italian, and even Japanese.

In any language, and notwithstanding the continuing flow of feature film into the tv market, I still believe the syndicated shows will continue to do fine for their producers and distributors for the simple reason that the best of them do a truly fine job for their sponsors. And as a matter of fact, it could just possibly be that the holdout feature film companies, notably Paramount and Universal-International, may have held out a mite too long. Maybe they won't get the kind of money for their films, they could have gotten a year ago. But about that fascinating subject more in a future piece.

THE FACTS\* PROVE IT - READ THEM AND YOU'LL

# "PICK CHANNEL 6

" in the OMAHA  
Market!

## CHANNEL 6

- ★ Leads in Quarter-Hour "Firsts"—6 out of 7 nights in Vital 6 p.m. to 12 midnight period!
- ★ Leads in Quarter-Hour "Firsts" for entire week—265 to 197!
- ★ Has 14 of the top 15 once-a-week shows!

\*Source: FEBRUARY 1957 ARB

**WOW-TV** Channel 6 Omaha

FRANK P. FOGARTY, Vice President and General Manager  
FRED EBENER, Sales Manager



A  
Meredith  
Station

IN OMAHA	it's WOW and WOW-TV	represented by BLAIR-TV, Inc.
IN SYRACUSE	it's WHEN and WHEN-TV	represented by The KATZ Agency
IN PHOENIX	it's KPHO and KPHO-TV	represented by The KATZ Agency
IN KANSAS CITY	it's KCMO and KCMO-TV	represented by The KATZ Agency

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines



# ***There's more to Florida!***

*The surf still lures millions of vacationists, but Florida water now has another, broader meaning: unlimited supplies of fresh industrial water, and busy deep-water harbors... attracting millions of dollars in industry and shipping to the northern part of the state.*

## ***There's Jacksonville, for instance***

*...major seaport and hub of a \$1,660,000,000 market.*

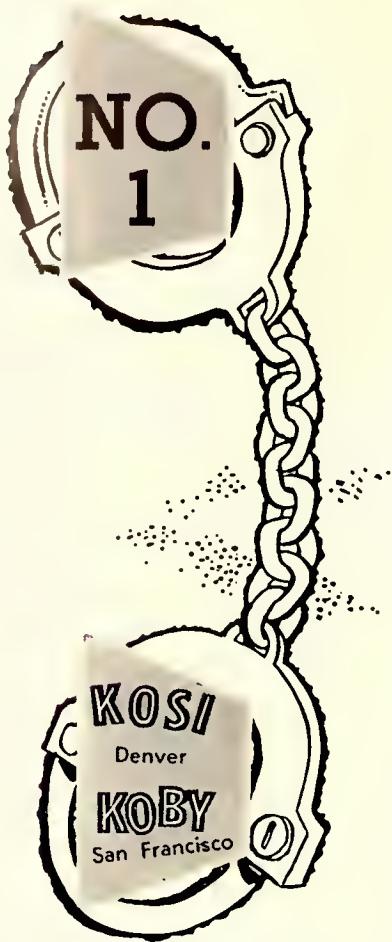
*The Southeast's fabulous growth has centered here, bringing population increases 256% greater than the national average in five years... bringing more than 600 manufacturing enterprises... bringing 6,475,480 tons a year of imports and exports to Jacksonville's superb land-locked harbor.*

*As the N. Y. Herald Tribune said: "Jacksonville is a giant distribution and service center."*

***and WMBR-TV*** is the television giant which taps for you the enormous new spending power of 272,500 television families in 67 Florida and Georgia counties.

*WMBR-TV reaches three times as many television homes as its competition\*—and delivers five and a half times the average audience!\*\**

Channel 4, Jacksonville—**WMBR-TV**  
Operated by The Washington Post Broadcast Division  
Represented by CBS Television Spot Sales



## They've Captured the No. 1 Spot!

KOSI in Denver . . .



Sky high ratings on all surveys in the "Mile High City of Denver" show KOSI as the No. 1 independent station. Pulse and Haaper ratings indicate KOSI's high popularity, and it's still climbing!

KOBY in San Francisco . . .



After only 13 weeks in operation phenomenal ratings in Haaper survey for Dec.-Jan. cinch KOBY as the Number 1 overall station in the nation's seventh largest market. Haaper shows KOBY with 18.1 average daytime share. KOBY operates full time . . . ten thousand watts makes it the most powerful independent in the Bay Area. Definitely your best buy!



See Forjoe for these KEY radio buys!

Mid-America Broadcasting Co.

In Greenville, Miss. WGVM is No. 1 in Haaper and Nielsen!

## Women's week

**Women producers:** There are a few more women tv producers today at major agencies than there were two or three years ago. Women who reach top producing jobs in agencies or networks generally have strong Hollywood and stage background.

Among the most prominent is McCann-Erickson's Mary Harris, production supervisor for all of the agency's network tv accounts. Her advice to neophytes:

"Girls who want to crack the field despite its taxing hours will find that the networks, stations or film commercials companies are their best bets. In those operations they may have a better chance to rise from secretary to production assistants than in agencies where p.a. jobs don't exist, or rarely do. But it's a long haul anywhere. Competition in this 'glamor field' is fierce."

**NARTB Convention:** Wives of broadcasters whose husbands are recalcitrant about taking them along to NARTB Convention, might be interested in the following statistics from the 13-16 March ANA Convention at the Homestead in Hot Springs, Va.:

Out of nearly 350 top executives from the nation's leading advertiser firms attending, a record number—195—brought their wives along. As an encouragement to this social aspect of the Convention, the ANA not only included features of interest to the ladies on the agenda, but also published a separate listing of wives of ANA members with "husband's company" on a five-page pink addenda to the advance registration listing.

**Convention fashion tip:** Several ladies who attended the ANA Convention recently, gave SPONSOR the following "convention fashion" comments (but insisted on complete anonymity):

1. Everything you wear at a convention reflects upon your husband's stature in his company.
2. As a "social ambassador," the wife attending a convention must strike a happy balance between elegance and tasteful underplay.
3. One bright note: Generally, you can let your imagination run somewhat more loose on being chic and up-to-date than if you're socializing with executives from your husband's own company.

**BBDO's chief chef:** Grace Manney, BBDO's home economics director, heads up one of the largest test kitchens of any advertising agency. With her staff of three graduate home economists, she runs tests and does work on all BBDO accounts be it equipment, food, fabrics, detergents.

**Vital statistics:** One film cake mix commercial requires as many as six cakes (which are passed out among the crew after the filming). Her most complicated job to-date, however, was a print ad. It required baking 32 lemon meringue pies in one day. "And the sad thing is that none were edible after the camera got through," she told SPONSOR.

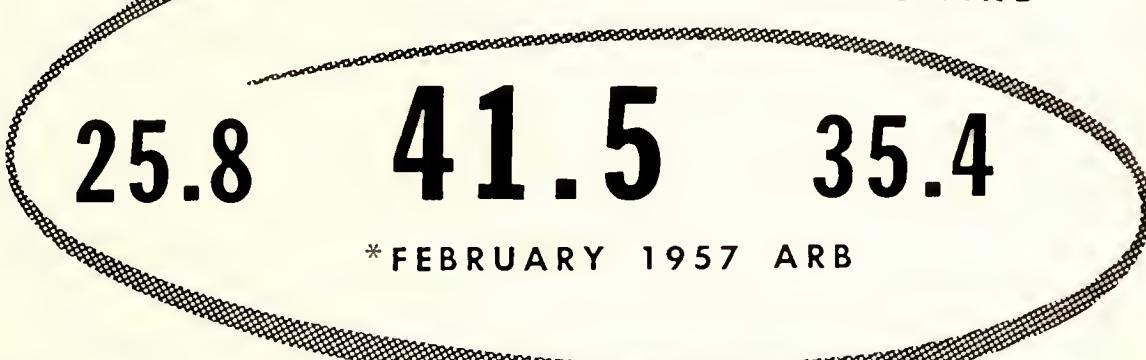
# KAKE-TV IS FIRST\*

IN WICHITA, KANSAS  
A 3-STATION VHF MARKET

STATION SHARE OF SETS-IN-USE SUMMARY\*

SIGN-ON TO SIGN-OFF	STATION "B"	KAKE-TV (ABC)	STATION "C"
	26.8	40.3	36.5

\* NOVEMBER 1956 ARB



\* FEBRUARY 1957 ARB

NOW INCLUDING . . .

5 OF THE TOP 10 NETWORK SHOWS

7 OF THE TOP 10 SYNDICATED FILM SHOWS

8 OF THE TOP 10 MULTIWEEKLY SHOWS

**KAKE-TV** *Channel 10*

Wichita, Kansas

1500 N. WEST ST.  
WHitehall 3-4221



Represented by  
The Katz Agency

# 49th and Madison



Handy Bookmark Series

There are all kinds, but in Los Angeles television the advertiser who takes the cake is the one able to move quickly and grab opportunities.

With KTTV, the flexible independent, the ability to move quickly is normal, even innate. That's why KTTV has time and again improved its advertisers' positions in television by swift, fortuitous moves of programs into opportune time periods.

That's why, also, KTTV is the first—and the last—place to check before you decide on TV in Los Angeles. KTTV's flexibility is the perfect complement to the turbulence that is Los Angeles television.

In L.A. TV, be a flexible buyer.

**KTTV**  
Los Angeles Times-MGM  
Television  
Represented nationally by **BLAIR-TV**

Keep your place  
in Los Angeles  
with KTTV

## Don't be prime-time blind

The article which starts on page 23 of the March 16 issue is the best I've ever seen in a trade journal. We've been pitching that for years. Incidentally we sell 9:00 AM to 3:00 PM on the ground that those periods are the only ones when the woman's choice prevails. When she's busy getting the kids off to school, and the husband to work, or making supper, is exactly the *wrong* time to reach housewives.

T. S. Marshall, *president  
Civic Broadcasting Corp., Syracuse*

## Is the creative man obsolete

Your article on the Creative Man in SPONSOR March 9 should be "Must Reading" for all young advertising men. Possibly too, for old advertising men like myself.

I always read anything on advertising Joe Katz writes. So I am prompted to ask, "when is Joe going to write his book" or compile some of the good common sense contained in articles he has written into a book? I want a copy.

Applause—and good luck to you.  
Wallace M. Findlay  
*A. J. Denne & Co. Ltd., Toronto*

## Farm broadcasting

As Chairman of NATRFD's National Farm Broadcasting Day Committee, I want to express our appreciation for your cooperation.

We realize that only with the support of publications such as SPONSOR can we render the maximum service to Agriculture.

Jack Jackson, *director of agriculture  
KCMO, Kansas City*

• See 23 and 30 March issues for the latest in SPONSOR's continuing series of reports on the farm market, "How They're Selling Farm Radio Today."

## "Why not buy spot like billboards?"

I've worked in agencies both in the purchase of spot tv, radio and billboards so I was quite interested in Max Tendrich's article entitled "Why not sell spot like billboards?" in the February 23, 1957 issue of SPONSOR.

To properly assess Mr. Tendrich's

proposal to adapt the outdoor concept of "showings" as a method of purchasing broadcast spots, a review is in order of the factors which make it desirable to purchase 24-sheet posters in packages:

(a) Relatively large numbers of units in each 24-sheet poster showing, thus permitting use of reliable circulation averaging.

(b) Relatively stable outdoor circulation patterns which are maintained within specific markets over considerable periods of time.

(c) Relative lack of "personality" of any given outdoor poster location.

(d) No more than two and generally only one outdoor poster plant in a market offering "minimum coverage."

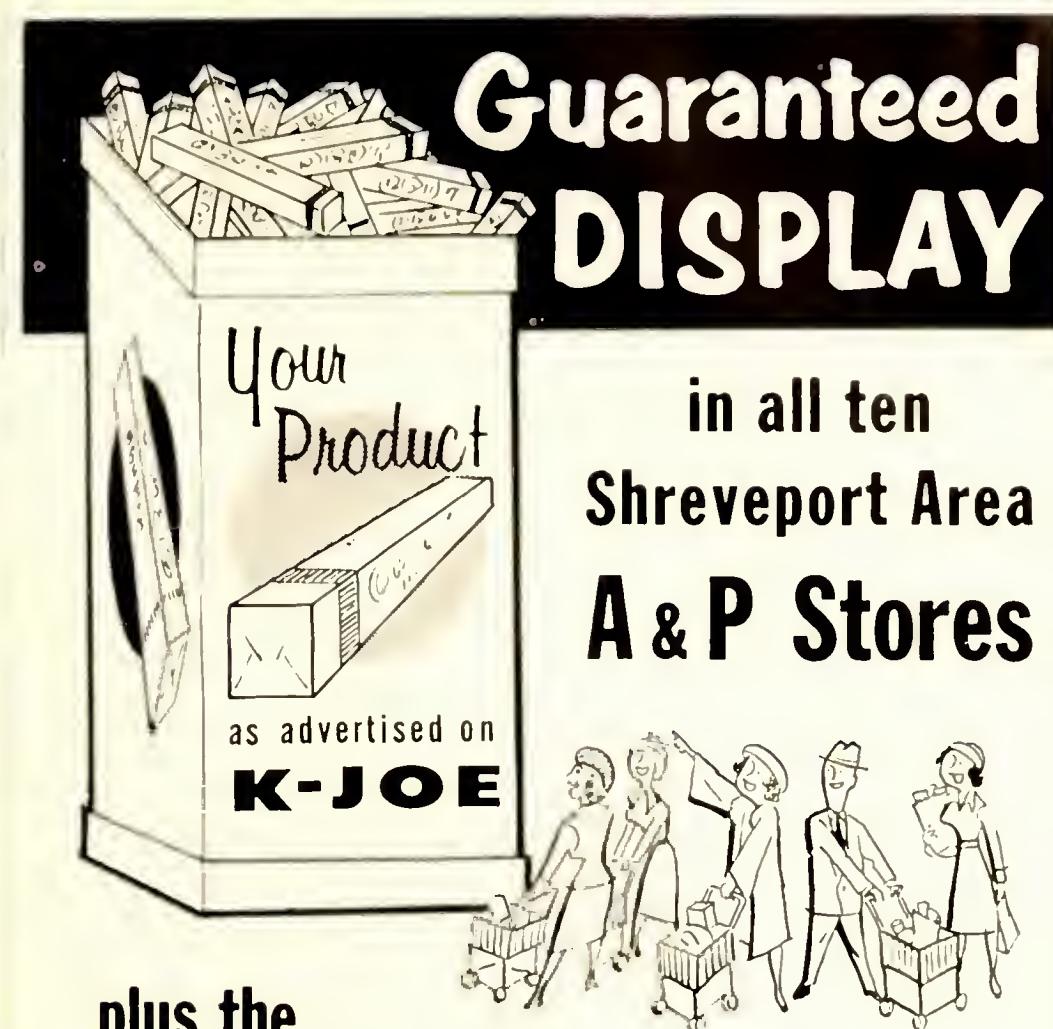
(e) Tacit assumption that breadth of coverage is at least equally important to 24-sheet poster advertisers as is frequency of coverage of a consumer group.

It can be stated as a useful generalization, that in the case of broadcast spot the above factors argue *against* adapting the "billboard approach"—even granting the future possibility of obtaining sufficiently adequate broadcast spot circulation data. Broadcast spots have distinct "personalities" which define their audiences' size and character, and thus the spots' value. Ignored, the usefulness of broadcast spots would be greatly reduced. These values of spot do not lend themselves to billboard averaging.

If broadcast spot circulation data were to be available it is highly probable that the variation in amount and type of circulation from spot to spot would make it essentially impossible for any one station to offer balanced packages to *numerous* advertisers.

In conclusion, the billboard approach to spot purchases would not especially affect the problems which Mr. Tendrich aims to solve, and it would also not meet the need of many marketers who employ broadcast media to reach particular types of audiences. It is not possible to be dogmatic about these conclusion, however, without more evidence than is presently available to the writer concerning spot circulations and audience analysis. Pending future confirmation or contradiction of some of my assumptions about the nature of spot circulations I am in opposition to a billboard approach.

Gerald A. Simon, *Graduate School of Business Administration*  
*Harvard University*



**Guaranteed DISPLAY**

in all ten  
Shreveport Area  
A & P Stores

plus the ...

## **Biggest Audiences in Town!**

HERE'S A SPECTACULAR MERCHANDISING PACKAGE DESIGNED TO INCREASE YOUR SALES IN THIS RICH METROPOLITAN MARKET. . . .

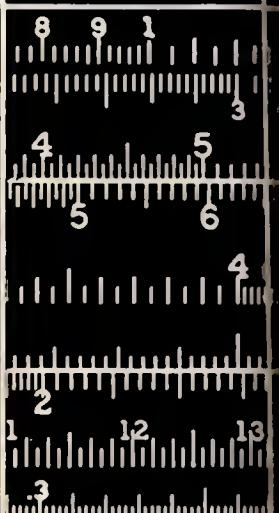
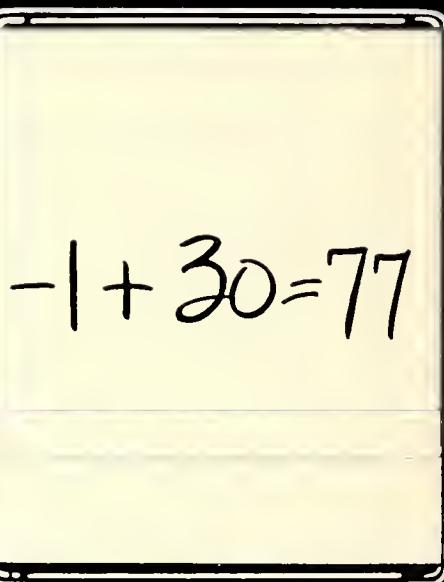
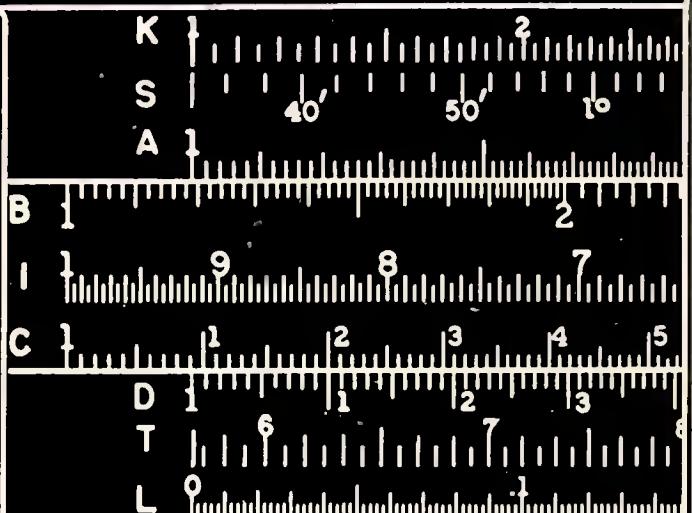
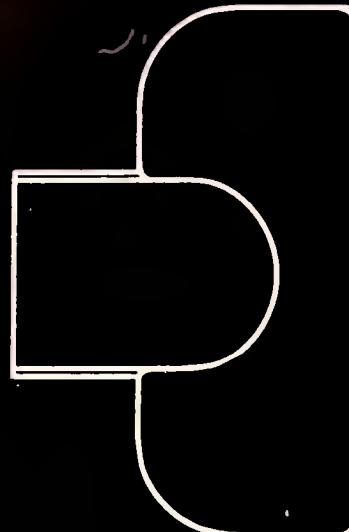
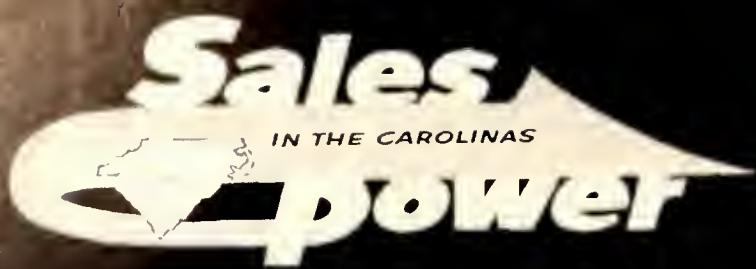
A saturation schedule of 30 spots per week for 13 weeks on Shreveport's  $\frac{1}{2}$  station PLUS a two week, end-of-aisle display of your product in all ten local A & P Supermarkets.

\*K-JOE #1 IN SHREVEPORT  
HOOPER JAN.-FEB. 1956  
PULSE FEB.-MAR. 1956

SEE FORJOE FOR K-JOE



**K-JOE**  
SHREVEPORT, LOUISIANA



## A HARBINGER OF GOOD NEWS FOR YOU!

There's good news for you in the NCS # 2 report on actual viewing of Southeastern TV families.

$-1 + 30 = 77$  may even stump Univac, but for the discerning advertiser it means simply that WBTV lost one county in the NCS # 2, but picked up 30 counties for a total coverage area of 77 prosperous North and South Carolina, Tennessee and Virginia counties.

Here's your good news:

- A population increase in WBTV's coverage area of 49.8% for a new total of 3,821,700 potential customers.\*
- A 43.3% increase in Effective Buying Income brings the new total to \$4,258,069,000.\*
- A retail sales increase of 45.2% giving a new total of \$3,028,602,000.\*

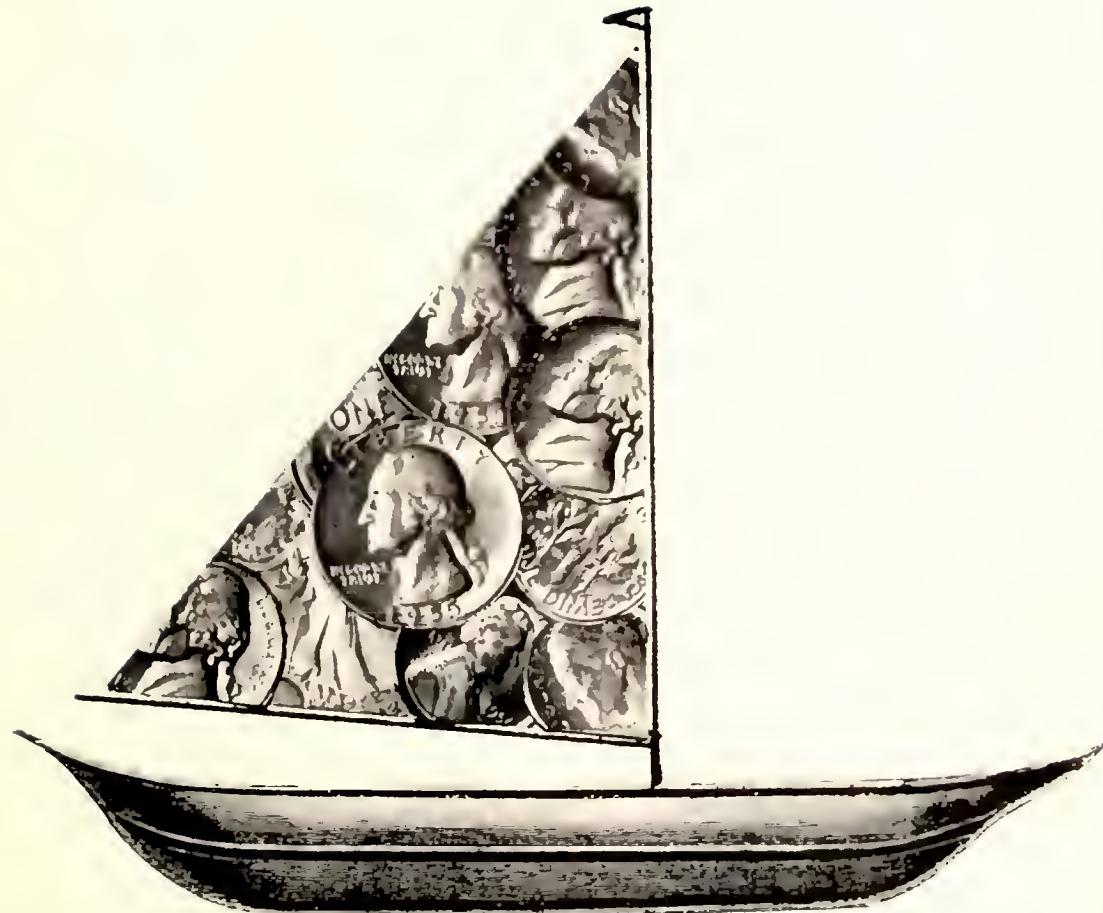
WBTV's dominant position overpowers the Carolinas' second-place station by 48.5%; submerges the third-ranked station by 63.6%; and swamps the fourth-ranked station by 80%.

Forget your former formula. Translate  $-1 + 30 = 77$  into potent Sales Power for you! Contact WBTV or CBS Television Spot Sales for the complete Nielsen story on the Southeast's top television station.

\*1956 "Survey of Buying Power"



JEFFERSON STANDARD BROADCASTING COMPANY



**A critique of broadcasters from admen**

## **YOU'RE MISSING THE BOAT!**

**For NARTB members at their annual convention in**

**Chicago this week, here's a basis for self-evaluation**

This week, as NARTB members flock to Chicago on the eve of their annual five-day convention starting 7 April at the Conrad Hilton Hotel, they're preparing for the biggest business year that spot tv and spot radio have ever known.

They're also getting ready for the most competitive year in broadcast history.

More advertising dollars are being spent in spot than ever before, but they're being spread around more stations (see SPONSOR 23 March 1957).

There are, for instance, 12% more tv stations on the air this year compared with last: 472 in March 1957 compared with 445 in March 1956.

There are also 15% more radio stations on the air this year than last: 3,021 in March 1957 compared with 2,828 in March 1956.

In the face of this intensified competition, it's a sure bet that broadcasters convening this week will be talking about one major topic, if not in the formal sessions, then in the cocktail-hour bull sessions: How to

increase their share of the spot dollar.

The first step toward increased business is to know precisely what the clients expect. This SPONSOR roundup of advertiser and agency tips to broadcasters is designed to stimulate their own self-evaluation in the fields of selling, programming, scheduling and procedure.

"If broadcasters don't improve some of the snags in spot buying, they may not drive out clients as established as we are," said the ad manager of a drug company with a multi-million spot tv

## Business would grow more rapidly if stations made spot easier to buy through simplified rate structures and uniform frequency discount patterns

budget. "But they will discourage clients new to spot tv or radio from coming in. And, frankly, bad salesmanship alone was the major factor in our own switch from one station to another in a key market."

These are the areas for soul-searching that the majority of experienced spot clients suggest to broadcasters.

**1. Rates:** Clients aren't debating the level of either tv or radio rates so much as they are disturbed about the inconsistency of the base on which these rates are frequently figured. For tv in particular, many spot advertisers would like to see the industry develop a uniform basis of determining time rates.

Said one client, whose budget is virtually 100% in spot tv: "We do business right now with 200 stations, but on 75 different bases. And because of the differences in the way each station determines its price, we can't tell before a campaign actually is placed whether we'll need to spend \$2.5 million or \$3 million to cover our markets. And a 20% cost leeway is a pretty steep allowance in setting a budget."

A cosmetics advertiser went so far as to make a thorough study of tv rates, which showed that two stations in the same market charged \$112 and \$142 respectively for a minute in Class "C" time while another station in a comparable market asks for \$240 per minute in Class "C."

"Here's a job that TvB could undertake," this advertiser told SPONSOR. "TvB could make a survey of rates, find out what the base is for most of the rate increases or for determining base rate in the first place and then let us, the advertisers, know."

The first step, according to a number of agency media executives who're constantly faced with this problem, would be to have a uniform breakdown of time classifications. Says Arthur Pardoll, FCB broadcast supervisor: "Stations in comparable markets will divide their rate card differently. One will have six classifications, another four. One calls something triple 'A', that another station calls 'A'."

Since this muddle impedes a basic

step in buying, estimating the cost of a campaign, it can discourage both new and established clients from increased use of the spot media.

**2. Double-spotting:** It's inevitable that certain time periods are more popular than others. But advertisers say they would prefer to see a premium rate slapped on these air media prime times rather than have their commercials trapped between two or three other sales messages.

"Take early-morning radio," one soft-drink advertiser told SPONSOR. "We like it and find it effective. But we do object to being crowded in among four other commercials. We'd rather pay 10% or even 20% more for this choice time and not have to fight so many other commercials."

The problem is not exclusive to radio. The account executive for a cigarette advertiser is still going over a study of late-night feature films which he ordered from his agency's media department.

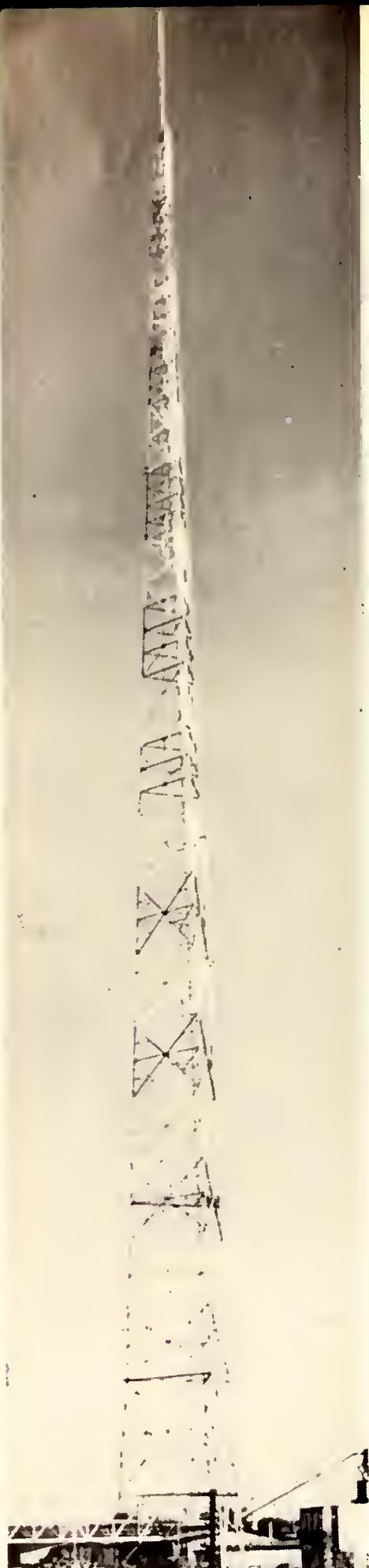
"We find that the preliminary sets-in-use figures look good and we like the audience appeal of strong features," he said. "The main thing that's holding us up is the fact that some of these shows are being chopped up so much with commercials that we're afraid we'll be lost in the shuffle."

Some stations are offering feature film packages for full or half-sponsorship. But advertisers who want to cover a large number of markets with their campaign often find these package deals too costly on a multi-market basis. They're looking for a happy medium of participations within these features at a slightly higher cost than today's rate for the time period if need be, but without the crowding that frequently goes with it.

**3. Preemption:** That's a dirty word, one beer advertiser told SPONSOR.

"We can't say anything about being preempted for a Presidential speech or even a local civic affair," he added. "But when our program is preempted for a locally sponsored baseball or basketball game, then we're hurting."

The solution a top agency associate



### More stations greater competition

March 1956      March 1957

#### RADIO

2,828      3,021

#### TELEVISION

445      472

media director suggests is the following: "If our show is preempted for a local advertiser, let him reimburse us not just for the time but for the show cost as well. After all, the program cost is usually the same as the time cost or higher. Why should our client be penalized? He pays the same production cost whether the show is aired in the market or not. Also the stations would do well to offer us the show for which they want to preempt before they sell it locally to another sponsor. Chances are that we might be interested."

During the last year, network contracts have tended to include clauses stating that shows could be preempted a set number of times during a certain period. This makes it possible for the advertiser to make similar conditions on the show packager and avoid ending the year with an extra film that he's paid for but for which he has no time period.

"It would certainly help the spot advertiser with syndicated shows particularly if all stations had a uniform policy on this preemption subject," the ad manager of a regional beer told SPONSOR.

**4. Frequency discounts:** It's the lack of uniformity in package offers that undermines some of their value. Some of the discrepancies are inherent in the competitive nature of the business. But many clients feel that there could be a clearing house for these

#### ARTICLE IN BRIEF

**Spot business is way up and growing still, but the dollars are spread around more stations in radio and tv both. Therefore admen suggest six ways stations could encourage more business: standardizing base for rates, more creative programming, client contact.**

frequency discounts and some categorizing.

"To make radio and tv as easy to buy as print, RAB and TVB would have to come up with some master plan on frequency discounts," says the advertising director of a drug company. "Individual stations would still have the right to price their time as they choose but they would also have a range of frequency discounts from which to choose and these would be set frequency discounts. If that were established, then an advertiser would know, for instance, that tv stations in four-station markets offer 15% discount for eight announcements in Class 'B' time. And there'd be a set pro-rated discount structure all the way down the line."

There's one form of package offer a number of agency media executives object to vehemently. They call it the "guilty-conscience" discount. Here's how the broadcast supervisor of one of the top 20 tv-radio agencies characterizes this type of tv package:

"First, the station raises its rates un-

reasonably, in terms of sets-in-use increases. Secondly, it finds a drop in business or at least a number of gripes resulting from the price hike. So instead of putting the rate back where it belongs, the station saves face by throwing in a batch of extra announcements in secondary time periods for free as an incentive to the clients who are being overcharged."

Agency media executives particularly object to this type of package. They give these reasons: (1) The additional, free announcements are usually in time periods the client wouldn't buy otherwise. (2) Frequently, in order to qualify for the additional announcements, the client has to allow the station a very short-period recapture right on the announcements in prime time. (3) A client can't take advantage of the package and assure himself of advertising continuity at the same time.

The solution: Frequency discounts should be precisely what the name implies that is, compensations to the advertiser who buys a great bulk of announcements. "They should not be sugar-coating for overcharging."

There is room for more creative packaging, however. Some tv stations are doing a fine job of attracting new clients into daytime, according to media experts. They're doing this by considering a number of client objectives in making up their packages. For instance, they take into account program

(Please turn to page 82)

#### Advertisers suggest streamlining in six areas:

**1** **Rates:** What are they based on? admen ask. Many feel there's need for an industry master plan on which tv rates can be based. Uniformity would help them estimate cost of spot campaign before placing specific orders

**4** **Frequency discounts:** Everybody would like them a whole lot better if they were standardized with fixed percentages for fixed frequencies. Main objection is to free announcements added on to make up for originally excessive rate hike

**2** **Double-spotting:** Both tv and radio stations frequently crowd announcements into their most popular time periods. Admen would prefer to see stations up their rates for those times and drop some of the extra commercials. Early-morning radio, feature time on tv are tightest

**6** **Programming:** It could be more varied and original for radio and tv stations both, say admen. Putting better features against competing station's features isn't the answer. It's better to give all programming individual flavor through local m.e.'s or creative format for feature showing

**3** **Preemption:** No one gripes about political or public service preemptions. But when a station kicks one advertiser's show off for a local client's baseball sponsorship, the first client feels that he should be reimbursed for show costs as well as time

**5** **Client contact:** There should be more of it, say client admen. It's natural to buy more from friends or acquaintances than from strangers, they say, because buyer wants to have confidence. Admen suggest that managers making occasional trips, take time to visit big spot clients and bring them up to date on new market or station information. Personal contact is vital



## ARE DEPARTMENT STORES

Higbee Co. in Cleveland sets an example

of enlightened cooperation. It learns new

air methods, teaches stations retailing

**All media** advertising is pattern of ad manager Henry Alexander, with radio tailored to gain word-of-mouth impact other media can't deliver

**N**ew communications lines are being built between department stores and broadcasters, spanning an almost-never land of tv and radio advertising.

Department stores are traditional newspaper advertisers. Probably the biggest reason they haven't ventured more deeply into the paths of broadcast media is because they just don't understand them. They don't quite know how tv and radio function or how they sell.

Stations are using more ingenuity in encouraging this new understanding. The biggest step they've taken is to study the department stores and their unique sales and advertising problems. From this, they've begun to learn what their own role in retailing is.

Improved communications means less cluttered thinking on *both* sides.

One such sign of straighter air media thinking is evidenced in Cleveland, where Higbee's department store—the second largest in the market—has made great strides in the understanding and the use of tv and radio. And, just as important, local tv and radio stations there are now more conversant with the problems of the retailer and how broadcast media can serve his individual purposes.

Higbee's and its broadcast advertising schedules are symptomatic of the new trends in department store retailing, but the symptoms have signifi-

cance beyond the dollar proportions. This retailing giant—it does well over \$50 million in annual volume—still spends nearly all of its advertising budget (estimated at \$2 million gross) in newspapers. Broadcast media get only about 5% of the total, some \$75,000 a year. Most of this goes to three radio and one tv stations: WERE, with the heaviest radio schedules, WHK and KYW; and to tv station WEWS.

The value of the Higbee story, as one Cleveland station manager puts it, is not in dollars but in sense—in a sense of how to experiment with radio and tv and how to juggle these media in maintaining the complex balance of department store advertising and promotion.

How does Higbee's experiment, and how does it evidence sense in its administration of its broadcast budget?

SPONSOR asked Henry Alexander, sales promotion and advertising manager of the store, to explain some of his philosophy and some of his tech-

### ARTICLE IN BRIEF

**Trend for department stores to move more into broadcasting as they understand the media is shown in Cleveland, where Higbee Co. has set lively local pace. It likes radio, using saturation, consistency and original copy. Ad manager Henry Alexander tells why.**

niques. He's developed both theory and experience during stints as editor of *Men's Wear* magazine in New York, as an account executive for the Institute of Public Relations, as advertising manager of Capwell's department store in Oakland, Cal., and as publicity and sales promotion chief for the giant Emporium store in San Francisco.

The basis of his advertising concepts: experimentation. He's tried it in both broadcast media and particularly in radio.

Why radio? Because, at this point, it's more adaptable and more economical than television, says Alexander. The first step toward achieving this adaptability is copywriting.

"Department stores show an inhibited use of all media other than newspapers because their own advertising departments aren't geared to radio copy or production techniques. The print-trained copywriter breaks his stride when he switches into air copy: if the store *does* have an agency, that agency rarely understands much about department store copy and the department store feeling," says Alexander.

Good copy, as the starting point to a successful advertising campaign, in his opinion, represents "what a good retail sales clerk says to the customer." He believes that agencies and tv and radio stations aren't geared to this concept and to another even more spe-

# ORD RADIO MOVING CLOSER TOGETHER?

cific one deadlines. "We meet more deadlines in a week than the average agency does in six months!"

The answer to this dilemma, contends Alexander, will come with a blending of dollars and inspiration and he's used fairly liberal quantities of both in experimenting with tv and radio in Cleveland. But the final answer as to how department stores can use air media "will not come from the department stores, if only because they are accustomed to being sold on things, not on selling it themselves. Radio and tv stations, or perhaps an industry group, are going to have to develop broadcast specialists in retail-

ing if they expect to make more of a dent."

Higbee's, with an adventuresome approach by Alexander and the cooperation of Cleveland stations, has made quite a dent.

Take the case of Higbee's Brandon Shop, a budget men's wear unit on the mezzanine floor of the store which opened with newspaper fanfare early in 1954.

Alexander, arriving as ad manager that November, worked with store management in taking "a good, long look at sales returns for the shop. We found we were getting nowhere and we hadn't made any impression on the

market." Noting that competitors in the \$11.50 men's suit price line were all using heavy local radio schedules, Higbee's switched to the same thing. The difference: it took its *entire* Brandon Shop newspaper budget and put it into radio. And it used six of the city's eight radio stations in an original way, with heavy schedules of minutes with ear-catching opening jingles. Alexander wrote all the copy himself, handled most of the production.

Pattern: a gimmick in each announcement, with a play on words, an original musical intro, a honey dramatic scene, a lot of humor. And here's what happened: after a month and a



**Tv money** goes to special one-shots like this, but biggest continuing effort is in radio. \$50 million-a-year store uses several local stations, continues its push with colorful copy and jingles building store personality

## Higbee ad manager says department stores still have unique opportunity for radio franchise

half. Brandon business "began to climb and climb and climb, with previously unheard of sales increases." Today, the Shop is still on the air, with the same copy theory but lessened frequency because the name has long since been well established and business is still gaining.

The television activity is largely one-shots, designed as an institutional vehicle to promote the store as a good place to shop rather than a carrier for item advertising.

A series of special 15-minute telecasts last year on WEWS presented the story of Christmas as it is told to children in different lands. The star performers were two youngsters from Cleveland, enacting the roles of Higg and Bee, a boy and a girl. The objective: immediate, personal identification of the program with the store, and the development of "a store personality" showing Higbee's as a fine place to do all the family shopping.

Higg and Bee were returned for another one-shot, this time for Valentine's Day. Even though as a one-shot the show had no pick-up audience and had to buck well-established program competition, it showed tangible results. The store mentioned briefly that youngsters might want to send either of the youngsters a Valentine. The total hit the 650 mark.

It's vital that department store advertising "sell" both the store personality and specific merchandise, says Alexander. And here are some ways

he uses the broadcast media to accomplish both of these selling goals.

**Concentration:** "It takes guts to take all your money, as we did in the case of the Brandon Shop, and put it all into one 'off-beat' medium. But whatever you buy has to be used thoroughly: retail use of newspapers proves that. In radio, repetition is even more important. To register an idea requires saturation. It's much better to saturate one medium than to sprinkle a lot of them."

**Consistency:** "With the Brandon campaign we kept on beating the drum of the one idea—a budget price suit of clothes in a quality store, at one price. We talked Higbee label; we talked 'a good suit of clothes'; we talked \$44.50; we talked department location with our catchline: 'On the level? Yes, on the Prospect level.' We have never talked fit, fabric, color, style—the usual copy points for clothing. These have all been implicit in our quality emphasis. To be more explicit would have been confusing."

When you establish a store personality, "it is inescapably yours—and cannot be copied. Such intangibles as humor and warmth in copy and presentation impart a feeling that competition looks silly trying to imitate."

**Item advertising:** "Retailers who use radio to advertise specific items can only find a few such items that pay off. Otherwise the sales expense gets way out of proportion to results. A department store has too many things to sell.

And radio, as well as television, has this specific limitation: The residual effect, without excessive repetition, is much less than in newspapers. You can't go back and study a radio or tv offering as you can in newspapers."

**Sell the store:** "When we use radio, we use the phrase 'The Store With More.' This is an effective phrase, especially on radio—the round, full vowels and the built in rhyme stick with you. The same slogan in newspapers is just another phrase."

**Copy:** "We like to keep the idea of a sprightly store before the public, and we get sprightliness by a fortunate blending of the choice of item with the copy with production. We produce our own transcribed commercials, and we use a lot of effects to get this alive and fresh impression."

**Time slots:** "We like daytime primarily, because the housewife, after all, is our best customer. But we also want to get the all-family audience which is out driving in the car on weekends, and we like that bonus audience listening in the car on Saturdays and Sundays. That's why we peak up on weekends. And with Brandon, we sought driving time to catch the men."

**Exclusivity:** "Radio offers the retailer something newspapers never will—a chance to be exclusive—for a while, at least. This gives the retailer a chance for a new sales opportunity but he must learn to bring even more specialized ingenuity to a radio campaign than he does to newspaper effort.

"And if a department store doesn't build an entire campaign on radio, it can use it very well as a supplementary medium to newspaper. Radio under these terms can add special penetration



Success of store's Brandon Shop for men's wear was due to clever radio jingles

**It takes two**, station and store, to make best use of radio. Ed Wallis, KYW sales manager with writer Barbara Barlow



there, an extra little emphasis here. Newspapers, without question, do the most to build the 'shop at Higbee's' habit and that's what a store wants."

Higbee's is the only major department store in Cleveland which has used, and uses, the broadcast media consistently. Because of its experience in the purchase of air time, and in the commercial use of that time, it was far and away the victor in the competition with other stores during the recent newspaper strike there. Despite a three-week blackout of all newspapers, when retailers flooded into the broadcast lineup, Higbee's emerged with good traffic counts and good sales.

Some interesting post-strike conclusions are made by radio station KYW, which conducted a floor check of in-store traffic on three days during the height of the newspaper strike. Some of the results are confidential, because they compare floor traffic and its advertising-inspired origin with that of two major retail competitors.

But the generalizations are significant. Reports KYW: "The department store which invested the greatest amount of money in broadcast advertising and had done so prior to the strike showed the strongest pattern of results. Another factor contributing to this success, aside from the amount of exposure, is that Higbee's had the best written and best planned announcements, knew how to use air media and get the most out of it."

The Higbee strike schedule on KYW had variety: eight five-minute newscasts daily over a 20-day period and 56 one-minute announcements in a six-day period.

Radio and tv, together, "had pre-sold a vast majority of all the customers on other sale items—those in addition to the ones at the counter where they were surveyed—in all three stores," according to the survey. "The people who were brought in by radio alone, by radio and tv or by tv alone were generally the most frequent shoppers."

Four of 10 Higbee customers, when asked how they heard about the sale item, said through radio. More than four in 10 (42%) credited television.

Results of this kind, combined with the experience of such retail advertising innovators as Henry Alexander, are encouraging more department store retailers to venture forth into the realm of the broadcast media.

## U.S. HONORS TV STATION

*State Department and USIA ask for prints  
of WNAC-TV public service films*



Norman Knight

A station gets the big payoff in audience and in stature when it produces high quality, high cost public service programming. This is the conviction of Norman Knight, executive vice president and general manager of WNAC and WNAC-TV, Boston, and the Yankee Network. His biggest public service programming payoff to date came recently when the U. S. Department of State decided to show a WNAC-TV-produced film on Hungarian refugees in every world embassy, and when the U. S. Information Agency requested prints for possible overseas showings.

The film is called *Weltschmerz* or *World Sorrow*, and ran as an hour-long documentary in a prime nighttime period to show Bostonians the plight of the Hungarian refugees and how they were being helped by various American groups. Knight sent a three-man team to Austria to shoot 10,000 feet of film: H. Jeff Forbes, producer-director; Frank Luther, director of public affairs; and Edward Gilman, cinematographer.

The film drama of the escape from Communist oppression showed actual border crossings; on-the-spot interviews with escapees and with American groups helping them at refugee camps; unique scenes taken inside Hungary when Forbes accompanied an underground group behind the border.

After filming was completed, the trio returned early in January. They brought with them the Hungarian Bagladi family, with Forbes as their American sponsor. Sandor Bagladi, opera singer and editor, got a job as headliner in a Boston night club. His wife, Susanne, was trained for special work in a large department store there. Her brother got a four-year scholarship to Boston University.

*World Sorrow* was the station's second documentary on Hungary. The first, compiled also from footage brought back by the three men, was *Suffer the Little Children*. This was entered as part of the Congressional Record.

WNAC-TV's public service efforts frequently go far beyond the local coverage area through national pickups.

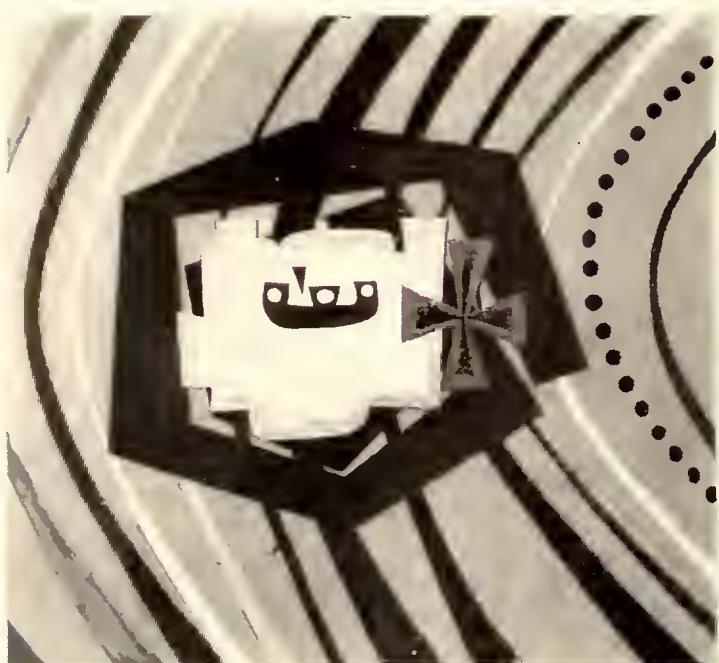


Refugee scene is lined up at Austrian border by H. J. Forbes, one of WNAC-TV trio which shot 10,000 feet of film on Hungarian escapees

# WHAT'S NEW IN TV COMMERCIALS?

New York Film Producers Association came up with answers

for 500 admen this week in workshop-screening session



**ABSTRACT ANIMATION:** An industrial film on motor wear produced by Academy Pictures featured an abstract art treatment as well as a dynamic sound track of engine noise. Other examples of abstract animation techniques were Talon Fasteners and Old Gold commercials by UPA and an Esso commercial by Shamus Culhane. The film pictured above was in color.

**W**hat are the new, exciting techniques in tv film commercials? More than 500 advertising executives found out this week at "New Horizons for The Television Commercial," a screening and workshop session presented by the Film Producers Association of New York in the Avon Theatre (2 April). Harold E. Wondsel, FPA president, was chairman of the three-and-one-half-hour presentation. Discussed and demonstrated were new ideas in photography and animation; implications of video tape; sound, color and big productions. FPA members conducting the workshops were: Maxine Culhane, of Shamus Culhane Productions; Peter Mooney, Audio Productions; James Townsend, Dynamic Films, and Robert L. Lawrence, of Robert L. Lawrence Productions.

Some examples of the highlighted techniques are shown on these pages. Others were: a new anamorphic or wide angle lens to accomplish distortion without opticals; conversion of black-and-white to color, and silhouette lighting.



**SIMULATED PAPER SCULPTURE:** "Little Angels," a 20-second commercial for Nabisco Sugar Wafers by Bill Sturm Studios is an example of simulated paper sculpture creating effect of animation in relief. It differs from actual paper sculpture. Agency: McCann-Erickson



**LIMBO:** The principle of the limbo, or black background, technique in tv commercials is to set off only that which is to be shown without distractions of background, other details. This spot for Saranette fabrics was produced by Transfilm through MacManus, John & Adams

**THEATRICAL:** The theatrical approach shown below is indeed theatrical since it is from the Stannus-Culhane Productions animated trailer for Michael Todd's "Around The World in 80 Days." This film was color, achieved in unusual effects through use of woodcuts with color overlays.

BOBLO BOX MONTAGE



**SPEECHLESS:** This one-minute tv commercial produced by Sarra for Pet Milk tells a story without words. The business between mother and child is accompanied only by a sound track of music. Only in the closing seconds is there a spoken line to lead into product shot. Agency: Gardner Advertising



**ECTOPLASM:** In this Playtex commercial done by Pathescope, the model wearing the bra and girdle also wore a black leotard and was made invisible through lighting and developing. (Hollywood has used the technique in such pictures as "The Invisible Man.") In opticals, the result was matted into a blank set shot. Above was made directly for Playtex.



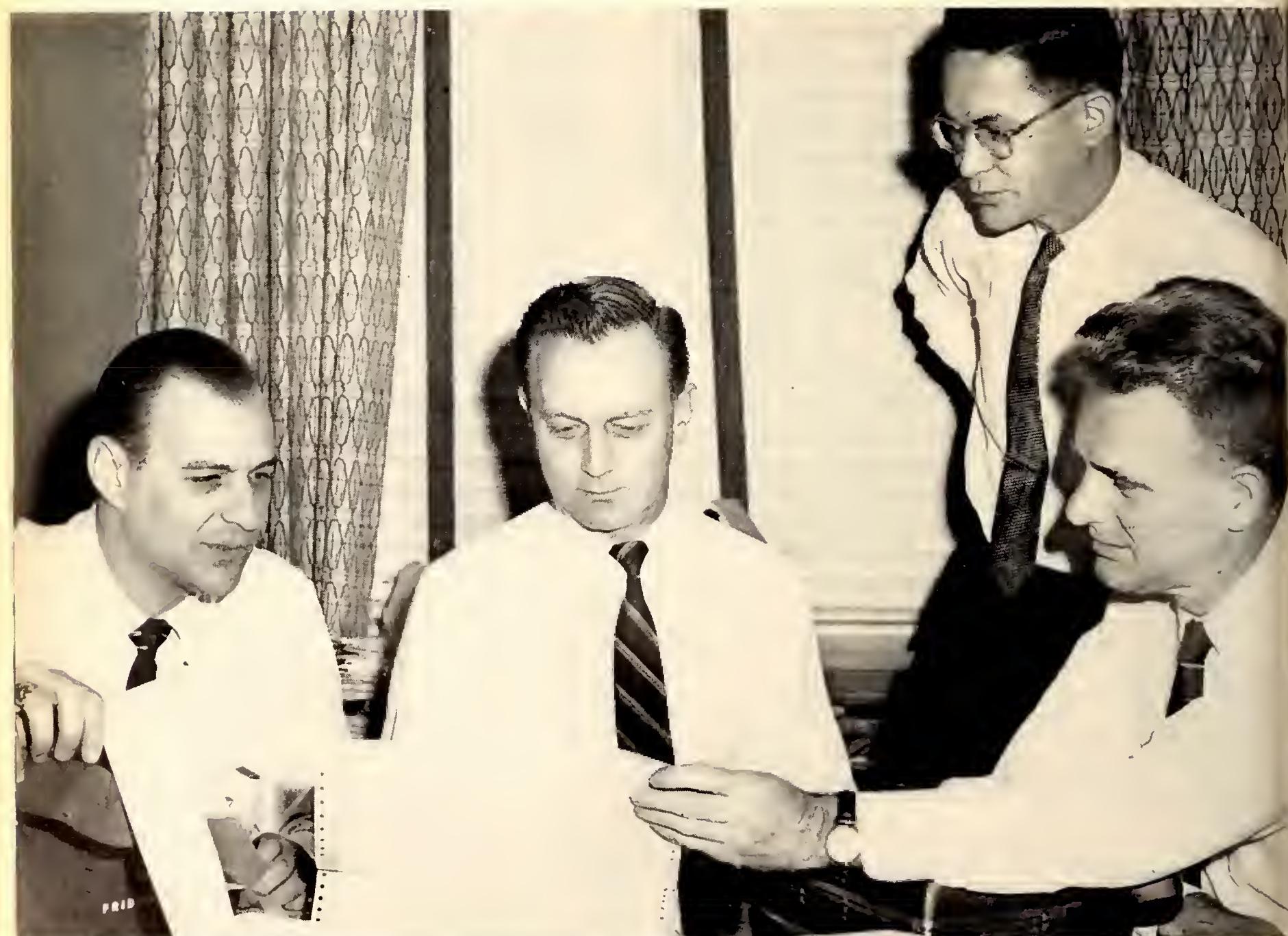
**JEWELRY:** Rings have always been a problem subject for tv commercial photography, the trick being to bring out full values of both stone and setting. Dynamic Films has devised a new lighting process, resorting to both direct lighting from side and back and indirect from front. Manually operated pinwheels cast light on each facet of stone. Made for Feature Rings.

**CYCLORAMA:** Production still shows cyclorama background constructed at Transfilm for a Hoffman beverage commercial. The camera remains stationary. Lighting is constant. Only the background moves, carrying the tray and bottles with it. Agency was Grey Advertising.



# TVB'S BIGGEST COUP

Now you can look up what each product of firms active in spot tv spent last year. First annual TvB report appears in full on these pages



**TvB executives** responsible for the annual report are (l. to r.) Harvey Spiegel, assistant research director; Norman Cash, president; George Huntington, sales development director; Dr. Leon Arons, research director. Spending estimates were based on N. C. Rorabaugh reports

# BILLINGS OF EVERY BRAND IN SPOT TV

The alphabetical listing which starts below is the big facts-and-figures coup of 1957. It constitutes the final installment in TVB's annual report on spot tv spending and includes the expenditures by brands for every U.S. company which spent \$20,000 or more in spot tv last year.

These full-year 1956 figures provide the first brand billings breakdown in spot television history. They are a reliable yardstick for budget-conscious admen planning spot tv campaigns for their own clients or products. No longer will ad managers or agency executives have to make budget

recommendations in a vacuum where competitive information is concerned. They will be able to back up their own recommendations with reference to industry trends as a whole as well as to competitive accounts.

The data will also be a valuable guide to representatives and stations in evaluating their own progress by comparison to the industry and in checking where their share of the national spot tv dollar is coming from.

TVB's estimates are gross including time only; they are based on station schedules reported to N. C. Rorabough.

A		
Abbott's Dairies, Inc. ....	\$226,310	Amana Refrigeration, Inc. \$32,810
Ice Cream .....	226,310	Amana Air Conditioners 580
Ace Clothing Stores .....	\$20,080	Amana Food Freezer 28,790
Clothing .....	20,080	Amana Food & Freezer Plan 3,440
Acme Food Stores .....	\$88,810	Amend, Fred W., Company \$146,380
Adell Chemical Co. ....	\$807,630	Chuckles Candy 146,380
Lestoil Liquid Detergent .....	807,630	American Bakeries Co. \$797,330
Admiral Corp. ....	\$51,840	Bunny Bread 17,220
Admiral Appliances .....	27,280	Cook Book Bread 33,460
Admiral Radio .....	16,460	Grennan Cake 115,830
Admiral TV Sets .....	8,100	Merita Bread 139,650
Admiral Corp. Distributors .....	\$25,760	Merita Cake 24,870
Admiral Appliances .....	13,500	Taystee Bread 466,300
Admiral TV Sets .....	12,260	American Beauty
Aerojet General Corp. ....	\$27,820	Macaroni \$26,310
Employment .....	27,820	Chili-Roni 3,630
Affiliated Super Markets \$132,110		Macaroni 22,140
Food Stores .....	132,110	Noodles 540
A & I Distributors .....	\$26,540	American Beauty Mattress Co. \$29,930
Dairy Products .....	26,150	American Beauty Mattress 29,930
Zerone & Zerex .....	390	American Bird Food Mfg. \$33,280
Alberto-Culver Co. ....	\$93,010	American 3 Vees Bird Food 33,280
VO-5 Cosmetics .....	54,010	American Brewery, Inc. \$181,200
VO-5 Hair Preparation .....	39,000	American Beer 181,200
Alkaid Corp. ....	\$298,130	American Brewing Co. \$234,160
Alkails .....	298,130	Regal Beer 229,370
Allen's Revival Hour ....	\$49,930	Royal Beer 4,790
Religion .....	49,930	American Character Doll \$118,120
Alles & Fisher, Inc. ....	\$51,060	Dolls \$118,120
J. A. Cigars .....	51,060	American Chicle Co. \$1,480,380
Alliance Mfg. Co. ....	\$201,420	Adams Clove Gum 34,060
Lift-A-Door .....	41,000	Beeman's Gum 141,000
Remote Instant Tuner .....	220	Certs 102,670
Seigler Heaters .....	1,730	Chiclets 86,390
Tenna Rotor .....	158,210	Clorets 360,190
Tenna Scope .....	260	Dentyne 383,770
Allied Gas Companies ....	\$23,380	Rolaids 372,300
Gas Service .....	23,380	American Crystal Sugar Co. \$44,340
Aluminum Co. of America \$53,940		Candy 22,640
Alcoa Aluminum Products .....	9,450	Crystal Sugar 21,700
Alcoa Foil Wrap .....	44,360	American Dairy Ass'n. .... \$94,100
Paint .....	130	Dairy Products 94,100

Chef Boy-Ar-Dee		Lamb Products	69,850
Quality Foods .....	1,168,710	American Snuff Co.	\$156,560
Chef Boy-Ar-Dee		Bull of the Wood	
Ravioli .....	28,180	Chew Tob. 55,700	
Chef Boy-Ar-Dee		Dental Snuff 10,400	
Sauces .....	66,200	Garrett's Snuff 43,580	
Dennison's Foods .....	122,020	Sweet Peach Snuff 46,880	
G. Washington Instant		American Soul Clinic	\$34,080
Coffee .....	15,330	Religion 34,080	
Aero Shave .....	24,220	American Sta-Dri Co.	\$28,060
Aero Wax .....	47,190	Sta-Dri Paint 28,060	
Easy-Off Oven		American Stores Co.	\$409,240
Cleaner .....	27,660	Food Stores 409,240	
Sani-Flush .....	1,730	American Sugar	\$313,560
Wizard Deodorizers .....	28,550	Refining	
Anacin .....	141,050	Domino Sugar 253,890	
Bisodol .....	1,280	Franklin Sugar 22,280	
Duplexin .....	30,560	Sunny Cane Sugar 37,390	
Emberstick .....	10,580	American Tel. & Tel.*	\$3,800,990
Heet .....	1,280	American Tobacco Co.	\$1,206,280
Hill's Cold Tablets .....	810	Herbert Tareyton	
Kolynos Dentifrice .....	4,770	Cigarettes 28,800	
Preparation H .....	228,040	Hit Parade Cigarettes 668,340	
Primatene .....	17,430	Lucky Strike	
Vital Essence .....	280	Cigarettes 118,570	
American Kitchens Corp. ....	\$26,670	Pall Mall Cigarettes 390,570	
Custom-Made Kitchens .....	26,670	American Toy Co.	\$65,770
American Liberty		Toys 65,770	
Oil Co. ....	\$21,020	Anchor San. & Amer.	
Amlico Gas & Oil .....	21,020	Heating	
American Motors Corp. ....	\$128,910	Heating Supplies 113,930	
Hudson Cars .....	580	Anderson, Clayton & Co.	\$371,720
Kelvinator Appliances .....	68,710	Flair Shortening 16,180	
Nash Cars .....	59,620	Foods 20,660	
American Oil Co. ....	\$50,060	Meadolake Margarine 11,050	
Amoco Gas & Oil .....	45,080	Mrs. Tucker's	
Super Permalube Motor Oil .....	4,980	Margarine 47,170	
Amer. Rad. & Stand. San. Corp. ....	\$37,490	Mrs. Tucker's	
Amer. Stand. Heating Equip. .....	6,600	Shortening 276,660	
Amer. Stand. Plumb. Fixtures .....	16,200	Anderson Prichard Oil Co.	\$25,300
Sunbeam Air Conditioners .....	1,210	Gas & Oil 25,300	
Youngstown Kitchens .....	13,480	Anheuser-Busch, Inc.	\$1,534,680
American Safety Razor Co. ....	\$237,950	Bud Waffle Syrup 8,140	
Gem Razors & Blades .....	237,950	Budweiser Ale 7,990	
American Sheep Prod. Council .....	\$69,850	Budweiser Beer 1,154,210	
Charles Antell Cosmetics .....	1,686,160	Busch Bavarian Beer 364,340	

\*Includes all regional telephone companies

Chart continues on following pages ►



## SPOT TV BRAND FIGURES *continued . . .*

### Antell, Charles, Inc. (continued)

Charles Antell Spray	
Net	31,410
Chignon	120
Custom Mop	110
Formula #9 Hair Cream	112,190
Formula #9 Shampoo	221,330
Hair Curlers	470
Reddi Kit	140
Sando Reducing Aid	35,900
Slim Magic	194,130
Star Nail	8,930
Super Lanolin Liquid Makeup	483,280
Appalachian Electric Power Co.	\$56,190
Electrical Appliances	56,190
Arbogast & Bastian, Inc.	\$25,460
Meats	25,460
Arena, V., & Sons, Inc.	\$21,280
Conte Luna Spaghetti	21,280
Arizona Brewing Co.	\$87,240
A-1 Pilsener Beer	87,240
Armour & Co.	\$877,400
Armour Flash Frozen Meats	56,130
Cloverbloom Margarine	204,350
Dairy Products	347,010
Dash Dog Food	16,480
Dial Shampoo	20,770
Dial Soap	21,970
Gee Detergent	4,710
Liquid Chiffon	5,360
Meats	186,960
Poultry	690
Vegtol	30,970
Armstrong Rubber Co.	\$504,100
Armstrong Tires	504,100
Arnold Bakeries, Inc.	\$252,180
Arnold Bread	207,890
Bakery Products	6,500
Cookies	37,790
Arnold, Schwinn & Co.	\$31,870
Schwinn	31,870
Arrowhead-Puritas Waters	\$52,360
Puritas Bottled Water	52,360
Ashland Oil & Refining Co.	\$49,020
Ashland Gas & Oil	49,020
Associated Food Stores	\$62,490
Associated Hospital Service	\$473,010
Blue Cross Hospitalization	399,440
Blue Shield	73,570
Associated Products, Inc.	\$1,223,040
Rival Dog Food	509,160
5 Day Deodorant Pads	713,880
Associates Finance Co.	\$58,520
Loans	58,520
Atchison-Topeka-Santa Fe	\$133,650
Rail Travel	133,650
Atlanta Baking Co.	\$61,150

Baked Goods	61,150
Atlanta Dairies Co-Op	\$22,300
Dairy Products	22,300
Atlanta Gas Light Co.	\$49,400
Atlantic Refining Co.	\$320,580
Atlantic Gas & Oil	320,580
Atlas Brewing Co.	\$34,460
Atlas Prager Beer	34,460
Avon Products, Inc.	\$1,307,680
Avon Cosmetics	1,307,680
Avoset Co.	\$478,280
Avoset Dairy Cream	8,180
Qwip Whipped Cream	470,100
Awrey's Bakery	\$36,050
Baked Goods	36,050

Beacon Co.	\$127,640
Beacon Floor Wax	127,640
Beatrice Foods Co.	\$356,870
LaChoy Chinese Foods	41,490
Magic Freeze	130
Make-A-Shake Milk Shakes	34,500
Meadow Gold Dairy Products	271,910
Meadow Gold Ice Cream	4,510
Vegemato Juice	4,330
Beaver's Packing Co.	\$31,200
Canned Meats	31,200
Beech-Nut Life Savers, Inc.	\$1,219,560
Beech-Nut Baby Foods	160,970
Beech-Nut Gums	1,058,590
Bekin's Van & Storage Co.	\$113,390
Moving & Storage	113,390
Bell Bakeries, Inc.	\$66,880
Bell Bread	1,740
Dandee Bread	65,140
Bell Brands Food, Ltd.	\$48,350
Potato Chips	15,250
Various Foods	33,100
Belle Meade Biscuit Co.	\$31,240
Crackers & Cookies	31,240
Beneficial Management	\$54,350
Loans	54,350
Bennett's Eastside Paint	\$29,060
Paint	29,060
Benrus Watch Co.	\$1,291,140
Benrus Watches	1,291,140
Benton, Bill, Clothes	\$186,070
Best Foods, Inc.	\$914,550
Farina Cake Flour	23,380
French Dressing	8,830
Gold Plate Foods	17,090
Hellmann's Mayonnaise	268,590
H-O Oats	143,510
Nucoa Margarine	218,950
Presto Cake Flour	83,720
Rit	1,300
Skippy Peanut Butter	149,180
Best Markets	\$30,490
Food Stores	30,490
Bethlehem Steel Co.	\$181,510
Steel Products	181,510
Better Living Enterprises	\$1,312,440
Appliances	603,270
Storm Windows	43,940
Super Jet Spray Gun	12,770
Toys	7,600
T. W. O. Dietary Aid	8,660
Various Household Products	636,200
Big Bear Markets	\$25,980
Food Stores	25,980
Biggie Furniture Co.	\$34,550
Bishop, Hazel, Inc.	\$135,820
Cosmetics	135,820
Bison Cheese Co.	\$21,880
Cheese	21,880
Bissell Carpet Sweeper Co.	\$147,210
Bissell Carpet Sweeper	147,210
Blatz Brewing Co.	\$330,710
Blatz Beer	259,740
Tempo Beer	68,700
Triangle Beer	2,270
Block Drug Co.	\$1,937,800
Ammident	450,070
Greenmint Mouthwash	41,960
Laxium	35,290
Nytol	738,000
Omega Oil	5,640
Polident	421,310
Poli-Grip	167,230
Sentrol	11,740
Stera-Kleen Denture Clnsr.	66,560
Blue Plate Foods, Inc.	\$566,340
Blue Plate Coffee Reg.	18,300
Jams & Jellies	117,520
Margarine	8,170
Mayonnaise	90,130
Peanut Butter	17,750
Salad Dressing	24,780
Various Food Products	289,690
Blumenthal Bros. Choc. Co.	\$97,230
Candy	97,230
Bohemian Brewing Co.	\$37,930
Bohemian Beer	37,930
Boise-Payette Lumber Co.	\$23,870
Building Supplies	23,870
Bon-Ami Co.	\$288,820
Bon Ami	288,820
Bond Clothing Stores, Inc.	\$333,250
Bonne Bell, Inc.	\$66,740
Cosmetics	66,740
Bonnie Dog Food Co.	\$21,120
Booth Bottling Co., Inc.	\$24,130
Booth's Beverages	24,130
Borden Co.	\$1,483,500
Bake-N-Eat Biscuits	7,280
Borden's Inst. Coffee	719,740
Dairy Products	597,310
Elmer's Glue-All	1,100
Ice Cream	151,830
Salad Dressing	910
Starlac	5,330
Bostwick Laboratories	\$71,530
Hep Insecticide	5,460
Hep Oven Cleaner	66,070
Bowman Biscuit Co.	\$169,890
Supreme Cracker & Cookies	169,890
Boyer International Labs.	\$33,010
H-A Hair Arranger	33,010
Brading Breweries, Ltd.	\$66,740
Beer	66,740
Bradley Toy Co.	\$27,140
Toys	27,140
Branscombe, J. B., Co.	\$53,880
Hair Trimmer	70

<b>Branscombe, J. B., Co. (continued)</b>					
Rolliton Paint Roller ..	42,040	Burger Beer	118,480	Calo Dog Food	36,100
Speedy Ross Exerciser ..	11,770	Burgermeister Brewing Corp.	\$663,080	Caloric Stove Corp.	\$24,560
<b>Braun Baking Co. ....</b>	<b>\$114,400</b>	Burgermeister Beer	663,080	Caloric Gas Ranges	24,560
Roman Meal Bread .....	114,400	<b>Buring, Nat, Packing Co.</b>	<b>\$25,780</b>	Campbell-Sell Baking Co.	\$48,370
<b>Breck, John H., Inc. ....</b>	<b>\$30,440</b>	King Cotton Products	25,780	Hollywood Bread	7,040
Breck Hair & Scalp Prep. ....	620	<b>Burma-Vita Co. ....</b>	<b>\$60,120</b>	Sunbeam Baked Goods	41,330
Breck Shampoo .....	26,520	Burma-Shave .....	60,120	<b>Campbell, Harry T. Sons</b>	<b>\$107,380</b>
Hair Mist .....	3,300	<b>Burrus Mills, Inc.</b>	<b>\$80,760</b>	Sakrete Dry Mix	
<b>Breyer Ice Cream Co. ....</b>	<b>\$315,490</b>	Lightcrust Cake Mix	300	Cement	107,380
Ice Cream .....	315,490	Lightcrust Flour	67,940	<b>Campbell Soup Co.</b>	<b>\$1,196,340</b>
<b>Bridgeport Brass Co. ....</b>	<b>\$25,920</b>	Lightcrust Shortening	12,520	Campbells Canned Soups	588,660
Aer-A-Sol Insecticides .....	25,920	<b>Burry Biscuit Corp. ....</b>	<b>\$98,630</b>	Campbells Frozen Fruit Juices	390
<b>Brillo Mfg. Co. ....</b>	<b>\$106,300</b>	Burry's Cookies & Crackers	95,190	Campbell Frozen Soups	554,800
Brillo Cleanser .....	22,750	12 Treat Ice Cream Cookies	3,440	Campbells Pork & Beans	50,430
Brillo Soap Pads .....	83,550	<b>Burton Dixie Corp./Otrs.</b>	<b>\$45,910</b>	Franco-American Spaghetti	390
<b>Bristol-Myers Co. ....</b>	<b>\$864,040</b>	Slumber-on-Mattresses	45,910	Swanson Frozen Foods	1,670
Ammen's Antiseptic Powder .....	36,990	<b>Bu-Tay Products, Inc. ....</b>	<b>\$32,640</b>	<b>Canada Ory Co./Bottlers</b>	<b>\$360,430</b>
Ban Deodorant .....	108,680	Diapersweet .....	1,760	Canada Dry Ginger Ale	232,990
Bufferin .....	501,510	George Detergent .....	11,870	Canada Dry Soft Drinks	123,350
Ipana Dentifrices .....	31,130	Rain Drops Water Conditioner	19,510	Canada Dry Sparkling Water	4,090
Mum Deodorants .....	9,510	<b>Buten, M., &amp; Sons</b>	<b>\$32,740</b>	<b>Canadian Brewing Co.</b>	<b>\$161,330</b>
Sal Hepatica .....	4,380	Buten Paints .....	32,740	Bradings Ale	44,060
Sentry Dentrifice .....	107,450	<b>Butterfield Canning Co.</b>	<b>\$23,930</b>	Bradings Beer	1,450
Theraban .....	17,720	Butterfield Potatoes	23,930	Dow Beer	27,120
Vitalis Hair Creme .....	15,520	<b>Bymart-Tintair, Inc. ....</b>	<b>\$43,840</b>	O Keeffes Ale	88,700
Vitalis Hair Tonic .....	31,150	Tintair .....	43,840	<b>Canadian Food Products</b>	<b>\$26,160</b>
<b>Brock Hall Dairy Co. ....</b>	<b>\$33,590</b>			Foods	26,160
Dairy Products .....	33,590			<b>Canadian National Railway</b>	<b>\$73,610</b>
<b>Brondow, Inc. ....</b>	<b>\$20,240</b>			Rail Travel	73,610
Breath-O-Pine Disinfectant .....	20,240			<b>Canfield Oil Co.</b>	<b>\$23,310</b>
<b>Brown &amp; Haley ....</b>	<b>\$166,870</b>	<b>CVA Corp. ....</b>	<b>\$328,180</b>	Canfield Gas & Oil	23,310
Candy Bars .....	166,870	Cresta Blanca Wine	5,850		
<b>Brown Shoe Co. ....</b>	<b>\$383,050</b>	Roma Wine	322,330	<b>Cantrell &amp; Cochrane Corp.</b>	<b>\$241,520</b>
Buster Brown Shoes .....	265,560	<b>Cabell's Oairies</b>	<b>\$55,230</b>	Batter-Up Pancake Mix	48,480
Robin Hood Shoes .....	117,490	Dairy Products	.55,230	Super Coola Soft Drinks	193,040
<b>Brown &amp; Williamson Tobacco Co. ....</b>	<b>\$11,288,620</b>	<b>Cadillac Deluxe Wine Co.</b>	<b>\$37,570</b>	<b>Carbona Products Co.</b>	<b>\$34,250</b>
DuMaurier .....	421,680	Cadillac Wine	37,570	Carbona Rug Cleaner	2,390
Kool .....	3,743,420	<b>Cain, John E., Co.</b>	<b>\$35,480</b>	Carbona Shoe Polish	31,860
Raleigh .....	1,733,680	Mayonnaise	35,480	<b>Carey Salt Co.</b>	<b>\$50,800</b>
Tube Rose Snuff .....	16,550	<b>Cain's Coffee Co.</b>	<b>\$124,950</b>	Salt	50,800
Viceroy .....	5,373,290	Cain's Coffee Inst.	31,370	<b>Cardinal Oistr.</b>	<b>\$27,940</b>
<b>Brownell &amp; Field Co. ....</b>	<b>\$49,850</b>	Cain's Coffee Inst. Reg.	12,960	Mobilgas	27,940
Autocrat Coffee Inst./Reg. ....	2,100	Cain's Coffee Reg. ....	77,300	<b>Cargill, Inc.</b>	<b>\$158,190</b>
Autocrat Coffee Reg. ....	28,050	Cain's Tea Reg. ....	3,320	Nutrena Dog Food	155,680
Autocrat Coffee Syrup .....	17,330	<b>Cal Fame Co. ....</b>	<b>\$63,730</b>	Nutrena Feeds	2,510
Autocrat Fine Foods .....	2,370	Foods	1,620	<b>Carling Brewing Co., Inc.</b>	<b>\$1,348,860</b>
<b>Bruce, E. L., Co. ....</b>	<b>\$92,810</b>	Mambo Punch	1,080	Carling's Black Label Beer	905,410
Floor Cleaner .....	31,360	Orange Juice	61,030	Carling's Red Cap Ale	279,440
Floor Wax .....	61,450	<b>California Federal Sav.</b>	<b>\$46,640</b>	Stag Beer	164,010
<b>Buitoni Products, Inc. ....</b>	<b>\$622,460</b>	Banking	46,640	<b>Carnation Co.</b>	<b>\$1,154,340</b>
Buitoni Sauces .....	156,810			Alber's Cereals	24,000
Macaroni & Spaghetti .....	465,650	<b>California Spray Chemical</b>	<b>\$38,060</b>	Alber's Cornflakes	56,440
<b>Bulova Watch Co. ....</b>	<b>\$4,298,650</b>	Agricultural & Garden Pest	24,080	Alber's Flapjack Mix	29,750
		Ortho Garden Sprays	5,680	Alber's Oats	16,490
		Cal-Spray	8,300	Carnation Corn Flakes	6,420
<b>Bunker Hill Food Co. ....</b>	<b>\$22,040</b>	<b>California Wine Adv. Board</b>	<b>\$50,110</b>	Carnation Malted Milk	3,510
Bunker Hill Canned Beef .....	520	Wine	50,110		
Bunker Hill Canned Meats .....	4,110	<b>California Wine Assn.</b>	<b>\$92,450</b>		
Food Products .....	17,410	Eleven Cellars Wine	69,940		
<b>Burger Brewing Co. ....</b>	<b>\$179,010</b>	Wines	22,510		
Burger Ale .....	60,530	<b>Calo Dog Foods, Inc. ....</b>	<b>\$42,400</b>		
		Calo Cat Food	6,300		



## SPOT TV BRAND FIGURES *continued . . .*

Cheesebrough-Ponds, Inc. (continued)	Coffee Time Beverages.. 24,800	Dairy Products ..... 76,350	Cribben & Sexton Co. .... \$26,550
Val Cream ..... 35,580	Coffee Time Syrup .. 24,800	Universal Gas Ranges ..... 26,550	
Vaseline Hair Tonic .... 1,234,960			
Vaseline Products ..... 45,840			
Chesty Foods, Inc. .... \$188,830	Colgate-Palmolive Co. .... \$7,314,700	Consolidated Cigar Co. .... \$21,610	Crocker Anglo National
Potato Chips ..... 188,830	Ad Detergent ..... 167,320	Dutch Master Cigars .... 21,610	Bank ..... \$106,490
Chicago Beverage Co. .... \$28,250	Ajax Cleanser ..... 144,420	Consumers Co-Op Assn. .... \$32,130	Cromwell Oil Co. .... \$48,900
Old Colony Soft Drinks ... 28,250	Brisk Dentifrice ..... 1,447,160	Farmers Co-Op .. 32,130	Oil ..... 48,900
Chock-Full-O Nuts ..... \$308,350	Cashmere Bouquet	Continental Baking Co. .... \$5,732,480	Crowell-Collier Publ. Co. .... \$24,050
Coffee Regular .. 308,350	Soap ..... 22,730	Certified Bread ..... 14,520	Collier's Magazine ..... 22,050
Christian Science Comm. \$37,450	Colgate Bar Soap..... 193,230	County Fair Bread ..... 33,480	Woman's Home
Religion ..... 37,450	Colgate Dental	Daffodil Farm Bread .. 56,280	Companion ..... 2,000
Chrysler Corp. .... \$1,914,160	Cream ..... 2,539,320	Fruit Cake ..... 1,330	Crown Rest Bedding Co. .... \$44,160
Airtemp Heating ..... 3,040	Colgate Lustre Net .... 8,240	Hall Pride Cake ..... 2,970	Air King Mattress ..... 44,160
All Chrysler Corp.,	Colgate Shave Cream .. 442,500	Hostess Cakes ..... 719,400	Crown-Zellerbach Corp. .... \$111,080
Cars ..... 28,570	Deodorant Beauty	Morton Frozen Foods. 1,160,270	Chiffon Toilet Tissue .... 65,220
Chrysler Cars ..... 331,950	Soap ..... 253,800	Profile Bread ..... 975,460	Paper Products ..... 40,490
DeSoto Cars ..... 5,810	Fab Detergent ..... 65,880	Staff Bread ..... 292,400	Zee Paper Napkins ..... 2,380
Dodge Cars ..... 511,240	Florient Deodorizer ... 7,630	Twinkies ..... 75,600	Zee Tissue ..... 2,990
Plymouth Cars ..... 1,033,550	Glance Shampoo ..... 5,200	Wonder Bread ..... 2,366,080	Cudahy Brothers Co. .... \$45,550
Chunky Chocolate Corp. \$195,850	Halo Shampoo ..... 280,910	Wonder Brown &	Meats ..... 45,550
Chunkies Candy ..... 195,850	Kan-Kil ..... 1,880	Serve Rolls ..... 3,770	Culligan Soft Water Ser. .... \$48,050
Church & Dwight Co., Inc. \$51,140	Lustre-Creme	Wonder Buns ..... 25,050	Water Softener ..... 48,050
Arm & Hammer Sal Soda 51,140	Shampoo ..... 23,430	Wonder Rolls ..... 5,870	Robert Curley Co. .... \$67,980
Circus Foods, Inc. .... \$39,390	Merry Detergent ..... 46,640	Continental Oil Co. .... \$507,900	Hair Oil ..... 6,860
Peanuts ..... 39,390	Palmolive Shave	Conoco Gas & Oil ..... 507,900	Hair Styling Kit ..... 57,480
Cities Service Co. .... \$271,830	Cream ..... 498,240	Continental Trailways ... \$101,900	Spencer Foot Care ..... 3,640
Cities Service Gas & Oil ..... 271,830	Palmolive Shave	Bus Travel ..... 101,900	Helene Curtis Industries \$247,440
Citizens Mutual Insurance Corp. .... \$42,620	Lotion ..... 2,660	Cook Paint & Varnish Co. .... \$92,640	Cosmetics ..... 36,630
Insurance ..... 42,620	Palmolive Soap ..... 7,560	Paint & Varnish ..... 92,640	Enden Shampoo ..... 121,310
Clairol, Inc. .... \$128,010	Rapid Shave Cream ... 343,080	Coors, Adolph, Brewing	42 Hair Cream ..... 760
Miss. Clairol ..... 128,010	Vel-Beauty Bar ..... 131,120	Corp. .... \$33,890	42 Hair Oil ..... 620
Clark, D. L. Co. .... \$147,290	Vel Detergent ..... 598,660	Coors Beer ..... 33,890	42 Shampoo ..... 1,000
Clark Candy Bars ..... 147,290	Veto Deodorant ..... 83,090	Copeland Sausage Co. .... \$37,190	King's Men After-Shave Lotion ..... 250
Climalene Co. .... \$29,550	College Inn Food Products \$32,090	Sausages & Meats ..... 37,190	King's Men Deodorant ..... 1,150
Spin ..... 29,550	Soups ..... 15,720	Corn Products	King's Men Hair Dressing ..... 630
Clinton Merchandising Corp. .... \$383,410	Tomato Juice ..... 16,370	Refining Co. .... \$2,849,350	King's Men Toiletries ..... 29,610
Clothing ..... 383,410	Collins Baking Co. .... \$56,710	Bosco Chocolate	Sho Curl ..... 380
Cliquot Club Co./Bottlers \$43,470	Colonial Bread ..... 56,710	Syrup ..... 1,842,280	Spray Net ..... 55,100
Ginger Ale ..... 34,350	Colonial Baking Co. .... \$253,830	Karo Frosting ..... 30,280	Curtis Publishing Co. .... \$43,430
Soft Drinks ..... 8,640	Bread ..... 253,830	Karo Table Syrup ..... 23,590	Holiday Magazine ..... 260
Sparkling Water ..... 480	Colonial Stores, Inc. .... \$274,620	Kasco Dog Food ..... 308,520	Ladies' Home Journal ..... 30,560
Clorox Chemical Co. .... \$675,660	Food Stores ..... 274,620	Mazola Oil ..... 91,910	Saturday Evening Post ..... 12,610
Clorox ..... 675,660	Colorado Milling & Elevator Co. .... \$49,330	Niagara Starch ..... 145,630	Curtiss Candy Co. .... \$54,000
Clougherty Packing Co. .... \$55,980	Diamond M Flour ..... 4,030	Instant Cake Frosting. 8,820	Baby Ruth Candy ..... 6,600
Farmer John Meats ..... 55,980	Full Cream Flour ..... 1,730	Nu-Soft Fabric	Candy ..... 47,400
Coast Federal Sav & Loan Assoc. .... \$148,110	Hungarian Flour ..... 36,310	Softener ..... 372,070	
Coats & Clark's Sales Corp. .... \$114,970	Major C Flour ..... 1,410	Saybon ..... 22,090	
Crown Zippers ..... 114,580	Pikes Peak Flour ..... 310	Zuma Salad Dressing ..... 4,160	
Thread ..... 390	Ranch-Way Feeds ..... 5,540	Corning Glass Works ..... \$36,080	
Coble Dairies ..... \$43,470	Columbia Baking Co. .... \$105,050	Pyrex Dinnerware ..... 5,710	
Dairy Products ..... 43,470	Champ Bread ..... 1,620	Pyrex Ovenwear ..... 30,370	
Coca-Cola Co./Bottlers \$3,697,460	Hollywood Bread ..... 31,220	Cosden Petroleum Co. .... \$44,740	
Buck Beverage ..... 7,660	Southern Bread ..... 59,590	Cosden Gas & Oil ..... 44,740	
Coca-Cola ..... 3,683,910	Southern Cake ..... 12,620	Cott Beverages, Inc./Bottlers	
Delish Bottled Drinks ..... 5,720	Columbia Broadcasting System .... \$528,580	\$118,820	
76 ..... 170	CBS Columbia TV Sets .. 24,870	Soft Drinks ..... 118,820	
Coffee Time Products of America ..... \$49,600	Columbia Records ..... 422,490	Coty, Inc. .... \$458,560	
	Record Players ..... 81,220	Cosmetics ..... 412,940	
	Columbia Pictures Corp. .... \$87,160	Coty 24 Lipstick ..... 14,840	
	Movie Publicity ..... 87,160	Perfume ..... 30,780	
	Commercial Solvents Corp. .... \$241,890	Cracker Jack Co. .... \$20,800	
	Norway Anti-Freeze .. 58,270	Campfire Marshmallows ..... 8,010	
	Peak Anti-Freeze ..... 183,620	Cracker Jack ..... 12,790	
	Commonwealth Edison Co. .... \$150,600	Cream of Wheat Corp. .... \$707,840	
	Utilities ..... 150,600	Cream of Wheat ..... 707,390	
	Conn. Milk Producers Assn. .... \$76,350	Zing ..... 450	
		Creomulsion Co. .... \$38,290	
		Creomulsion ..... 34,300	
		Creozets ..... 3,990	
		Pretzels ..... 2,660	

Oandricide Co.	\$40,140	Dormin Sleeping Capsules	449,530	Duquesne Ale	27,300	Escalante, Jose, & Co.	\$24,020
Dandricide	40,140			Duquesne Beer	485,500	Corina Lark Cigars	24,020
Oannon Milk Products	\$39,250	Double Cola Co.	\$43,700	Ourkee Famous Foods, Inc.	\$20,030	Esslinger's, Inc.	\$101,420
Dannon Yogurt	39,250	Double Cola	43,700	Durkee Margarine	13,230	Beer	101,420
Davis, R. B., Co.	\$35,580	Douglas Aircraft Co., Inc.	\$37,140	Durkee Oil	4,090	Esso Standard Oil Co.	\$2,192,040
Cocomalt	30,880	Institutional	37,140	Durkee Salad Dressing	1,100	Esso Gas & OI	2,190,780
Swel Frosting	4,700	Dow Chemical Co.	\$115,090	Durkee Various Foods	1,610	Flit	1,260
Daws Drug Co.	\$70,870	Saran Wrap	115,090	Dusorb Sales Corp.	\$20,850	Evans Co.	\$26,560
Drug Stores	70,870	Drackett Co.	\$493,910	Dusorb Cleaner	20,850	Evans Farm Sausage	26,560
Oawson Brewing Co.	\$65,120	Dazy Air Freshener	34,480	<b>E</b>		Evergreen Mills, Inc.	\$46,790
Dawson's Ale	25,660	Drano Cleanser	239,720			Evergreen Feeds	46,790
Dawson's Lager Beer	39,460	Windex Cleanser	219,710	E & B Brewing Co.	\$96,410	Eversharp, Inc.	\$41,310
O-Con Co.	\$143,960	Orake's Refineries	\$20,280	Ale	83,460	Eversharp Pencils	4,680
M-O-Lene Rug & Drape		Gas & Oil	20,280	Beer	12,950	Eversharp Pens	36,630
Cleaner	122,350	Orew, E. F., Co., Inc.	\$376,180	Eagle Bedding Co.	\$27,290	Ex-Lax, Inc.	\$107,760
Moth Proof	300	Tri-Nut Margarine	376,180	Mattresses	27,290	Ex-Lax	107,760
Rat Poison	21,310	Drewry's Ltd.	\$606,970	East Ohio Gas Co.	\$142,360	Express Publishing Co.	\$27,820
Dean Milk Co.	\$73,580	Atlas Prager Beer	2,250	Appliances	136,690	San Antonio News	27,820
Dairy Products	73,580	Drewry's Ale	16,680	Tri-Mor Furniture	5,670	Exquisite Form Brassiere	\$69,330
Deep Rock Oil Corp.	\$107,230	Drewry's Beer	521,680	Eastco, Inc.	\$195,900	Brassieres	69,330
Deep Rock Gas & Oil	107,230	Edelweiss Beer	66,360	<b>F</b>			
Deering, Milliken & Co.	\$131,070	Ori-Zit Corp.	\$53,950	Clearasil Complexion		Fairmont Foods Co.	\$139,740
Agilon Hosiery	29,010	Dri-Zit Deodorizer	53,950	Cream	67,670	Dairy Products	78,570
Fabrics	47,670	Drug Research Corp.	\$209,910	Espotabs	121,810	Frozen Foods	1,430
Hosiery	17,000	Sustamin 2-12	209,910	Scratch-Ex Dog Powder	6,420	Ice Cream	31,590
Milium	37,390	Dubois Brewing Co.	\$48,330	Eastern Air Lines, Inc.	\$219,000	Orange Juice	760
De Kalb Agricultural		Beer	48,330	Air Travel	219,000	Various Food Products	27,390
Assn.	\$23,210	Duffy-Mott Co.	\$572,150	Eastern Guild	\$319,620	Faith For Today, Inc.	\$102,190
Hybrid Corn	23,210	Apple Products	570,110	Various Household		Religion	102,190
Delchamps, Inc.	\$34,740	Sunsweet Prune Juice	2,040	Products	319,620	Falls City Brewing Co.	\$98,720
Food Stores	34,740	Oulany, John H., & Son	\$21,340	Eastman Kodak Co.	\$229,740	Brewer	98,720
Delta Air Lines, Inc.	\$186,940	Frozen Foods	21,340	Cameras	160,590	Falstaff Brewing Corp.	\$1,224,430
Democratic Party	\$453,260	Dulaney's	\$52,690	Films	69,150	Falstaff Beer	1,224,430
Denalan Co.	\$30,060	RCA Appliances	17,610	Easy Add Co.	\$25,980	Fant Milling Co.	\$22,890
Dental Plate Cleanser	30,060	RCA Radios	16,710	Addiator Adding Machine	25,980	Gladiola Flour	17,640
Denise Hosiery Co.	\$35,440	RCA TV Sets	18,370	Eavey Groceries	\$292,980	Sun-Glo Feeds	5,250
Oes Moines Register		Duncan Coffee Co.	\$700,210	Food Stores	292,980	Fanny Farmer Candy	
Tribune	\$55,260	Admiration Coffee Inst.	9,790	Economics Laboratory,		Shops	\$148,040
Newspaper	55,260	Admiration Coffee Reg.	39,600	Inc.	\$93,380	Farmers Auto of Pekin	\$21,840
Oetroit Auto Inter-Ins.		Admiration Coffee		Soil-Off	93,380	Insurance	21,840
Exchange	\$63,410	Inst. Reg.		Edelstein Foods	\$21,670	Father John's Medicine	
Auto Club	20,260	Maryland Club Coffee		Tuxedo Cheese	21,670	Co.	\$40,400
Auto Insurance	43,150	Inst.		Ehlers, Albert, Inc.	\$82,580	Father John's Medicine	40,400
Diamond Crystal Salt Co.	\$30,770	Maryland Club Coffee		Ehlers Coffee Inst.	52,900	Faygo Beverage Co.	\$38,490
Diamond Crystal Salt	30,770	Inst. Reg.		Ehlers Coffee		Ginger Ale	38,490
Diamond Spring Brewery	\$22,470	Maryland Club Coffee		Inst. Reg.	1,620	Fedway Oept. Stores	\$29,780
Holihan Beer & Ale	22,470	Reg.		Ehlers Coffee Reg.	28,060	Fehr Baking Co.	\$69,360
Oierk's Forests	\$22,390	Ounfee Brokerage	\$31,160	Electric Auto-Lite Co.	\$61,350	Fair-Maid Bread	63,310
Fence Posts	22,390	Blink Bleach	2,340	Batteries	60,570	Fair-Maid Cake	6,050
Oixie Brewing Co.	\$34,170	D-Con Rat Poison	18,730	Spark Plugs	780	Fehr, Frank P., Brewing	
Dixie 45 Beer	34,170	Luck's Beans	8,700	Co.		Co.	\$42,690
Oobler Brewing Co., Inc.	\$36,880	Real-Kill	1,390	Electric Power Board	\$20,800	Fehr Liquid Gold Beer	9,870
Dobler Ale	30,100	Ou Pont, E. I.,		Electrical Appliances	20,800	Fehr X. L. Beer	32,820
Dobler Beer	6,780	Oe Nemours		Emerson Drug Co.	\$562,660	Fels & Co.	
Doeskin Products, Inc.	\$95,050	Duco Paints	108,070	Bromo Seltzer	511,640	Fels Naptha Inst.	
Doeskin Facial Tissues	95,050	DuPont Car Wax	289,830	Fizzies	51,020	Granues	
Oonaldson Baking Co.	\$27,360	DuPont Nylon Sheets	4,260	Emerson Electric Mfg. Co.	\$41,060	Fels Naptha Soap Chips	
Bakery Products	27,360	DuPont Safety Wax	11,670	Fans	41,060	Felton, Sibley & Co., Inc.	
Oonnelly, Reuben H., Co.	\$190,920	Institutional	222,270	Emerson Radio & Phono.	\$52,370	Paint	
Yellow Pages	190,920	Motor Oil Additive	660	Emerson Radios	26,730	Fenn Bros., Inc.	
Oormin, Inc.	\$762,720	Nylon Products	3,120	Emerson TV Sets	25,640	Butter Brickle Candy	
Pellex	313,190	Remington Guns		Englander Co./Dealers	\$117,210		
		& Ammunition		Mattresses	117,210		
		35,940		Erie Brewing Co.	\$35,440		
		Rosebush Insecticide	44,830	Beer	3,900		
		Zerex & Zerone		Koehler's Beer	31,540		
		Anti-Freeze	221,530				
		Duquesne Brewing Co.	\$512,800				



## SPOT TV BRAND FIGURES *continued . . .*

Fidelity Storm Window Co. \$23,260	Ford Cars ... 2,981,590	Pretzels ..... 3,900	Post Toasties ..... 129,090
Roofing & Siding ..... 9,230	Ford Tractors ..... 26,940	General Aniline & Film ..... 20,670	Post's Cereals ..... 421,820
Storm Windows ..... 14,030	Ford Trucks ..... 113,980	Anasco Films ..... 20,670	Post's Grape-Nuts/Flakes ..... 70,570
Filbert, J. H. Inc. ..... \$101,830	Lincoln Cars ..... 95,990	General Appliance Co. ..... \$47,890	Post's Sugar Crisp ..... 82,690
Mrs. Filbert's Margarine ..... 88,880	Mercury Cars ..... 107,900	Appliances ..... 1,930	Post's Sugar Rice ..... 12,890
Mrs. Filbert's Mayonnaise ..... 12,080	Foremost Dairies, Inc. ..... \$510,510	G.E. Appliances ..... 4,320	Krinkles ..... 25,900
Mrs. Filbert's Salad Dressing ..... 870	Cheese Cake ..... 390	Philco Appliances ..... 34,220	Swansdown Cake ..... 151,700
Fine Products Corp. ..... \$28,980	Dairy Products ..... 496,360	Whirlpool Appliances ..... 7,420	Flour ..... 416,780
Hollingsworth Candy ..... 11,360	Evaporated Milk ..... 2,730	General Baking Co. ..... \$526,510	Yuban Coffee ..... 19,990
Nunnally's Candy ..... 17,620	Ice Cream ..... 11,030	Biscuits ..... 5,850	General Ice Cream Corp. ..... \$103,930
Fino Food Processing Co. ..... \$25,100	Forest Hill Dairy ..... \$20,020	Bond Bread ..... 405,700	Sealtest Ice Cream ..... 103,930
Coffee Blender ..... 25,100	Dairy Products ..... 20,020	Grossinger's Rye Bread ..... 114,960	General Ins. Co. of America ..... \$57,550
Firch Baking Co. ..... \$39,080	Foster-Grant Co., Inc. ..... \$28,210	General Cigar Co. ..... \$584,270	Auto Insurance ..... 6,070
Sunbeam Bread ..... 28,170	Sunglasses ..... 28,210	Robert Burns Cigars ..... 348,620	Insurance ..... 51,480
V-10 Bread ..... 10,910	Foster-Milburn Co. ..... \$126,380	Van Dyck Cigars ..... 42,120	General Mills, Inc. ..... \$669,040
Firestone Tire & Rubber ..... \$27,970	Doans Pills ..... 126,380	White Owl Cigars ..... 186,350	Answer Cake Mix ..... 33,390
Firestone Fomax Mattress ..... 1,630	Fradelis Frozen Food Corp. ..... \$37,380	General Electric Co. ..... \$1,039,800	Betty Crocker Cake Mix ..... 5,910
Firestone Tires ..... 10,580	Frozen Foods ..... 37,380	G.E. Appliances ..... 733,750	Betty Crocker Date Bar Mix ..... 4,150
Velon ..... 80	Fragrance Foundation ..... \$41,550	G.E. Bulbs ..... 1,500	Betty Crocker Pancake Mix ..... 27,980
Firestone Stores ..... 15,680	Perfumes ..... 41,550	G.E. Radios ..... 9,410	Betty Crocker Waffle Mix ..... 3,600
First Federal Sav. & Loan ..... \$29,920	Franks Beverage Co. ..... \$31,290	G.E. Replacement Tubes ..... 960	Bisquick ..... 1,920
Fisher Baking Co. ..... \$56,860	Soft Drinks ..... 31,290	G.E. TV Sets ..... 10,500	Cheerios ..... 83,680
Bakery Products ..... 23,790	Fratell Branca & Co. ..... \$20,640	G.E. Washing Machine ..... 99,620	Drifted Snow Flour ..... 38,480
Famlee Bread ..... 910	Bitters ..... 20,640	Hotpoint Appliances ..... 157,900	Gold Medal Flour ..... 57,580
Fisher Bread ..... 32,160	Freihofer Baking Co. ..... \$109,470	Hotpoint TV Sets ..... 22,730	Kix Cereal ..... 11,330
Fitzgerald Bros. Brew. Co. ..... \$100,120	Lite Diet Bread ..... 1,300	Telechron Clocks ..... 2,520	Larro Feed ..... 3,380
Fitzgerald Ale ..... 72,080	White Diet Bread ..... 108,170	Vacuum Cleaners ..... 910	Purasnow Flour ..... 10,900
Fitzgerald Beer ..... 28,040	Frenchette Co., Inc. ..... \$198,640	General Electric Supply ..... \$306,090	Red Band Flour ..... 96,590
Fleetwood Coffee Co. ..... \$75,020	Frenchette Salad Dressing ..... 198,640	G.E. Air Conditioner ..... 5,150	Red Star Flour ..... 18,280
Fleetwood Coffee-Instant ..... 7,070	Friend Bros., Inc. ..... \$28,380	G.E. Appliances ..... 221,190	Rex Flour ..... 730
Fleetwood Coffee-Inst./Reg. ..... 60,880	Baked Beans ..... 28,380	Hotpoint Appliances ..... 79,750	Sperry Flour ..... 12,130
Fleetwood Coffee-Regular ..... 7,070	Friendship Dairies ..... \$29,560	General Foods Corp. ..... \$9,415,940	Sperry Pancake Mix ..... 76,450
Flex Straw Co. ..... \$45,720	Dairy Products ..... 29,560	Baker's Cocoa ..... 1,520	Sperry Waffle Mix ..... 19,920
Drinking Straws ..... 45,720	Frito Co. ..... \$424,190	Baker's Frozen Coconut ..... 2,300	Sperry Wheathearts ..... 30,270
Flexalum Co. ..... \$21,490	Champion Foods ..... 16,780	Baker's Coconut ..... 1,020	Sugar Jets ..... 1,320
Flexalum Awnings ..... 1,210	Cheetos ..... 77,430	Baker's Inst. Chocolate ..... 44,350	Surechamp Dog Food ..... 57,280
Flexalum Venetian Blinds ..... 20,280	Chili ..... 2,160	Birdseye Frozen Foods ..... 1,230,660	Trix Cereal ..... 12,810
Florida Citrus Commission ..... \$1,972,450	Fritos ..... 302,250	Birdseye Frozen Poultry ..... 3,040	Various Cereals ..... 11,600
Citrus Products ..... 1,972,450	Tatos ..... 25,570	Bliss Coffee Inst./Reg. ..... 21,580	Wheaties ..... 45,850
Florida Fence Co. ..... \$22,800	Frontier Foods Corp. ..... \$378,210	Bliss Coffee Reg. ..... 430	White Deer Flour ..... 3,510
Chain Link Fences ..... 22,800	E-Z Pop Popcorn ..... 2,490	Gaines Dog Food ..... 31,600	General Motors Corp. ..... \$3,487,860
Folger, J. A., & Co. ..... \$1,627,130	Flav-R Straws ..... 375,720	Go Ironing Aid ..... 2,600	AC Spark Plugs ..... 124,510
Folgers Coffee Inst. ..... 304,790	Frontier Oil Refining Co. ..... \$44,960	Good Seasons Salad Dress. ..... 22,040	All G.M. Cars ..... 29,630
Folgers Coffee Inst./Reg. ..... 595,870	Gas & Oil ..... 44,960	Jello Gelatin Dessert ..... 615,400	Buick Cars ..... 75,970
Folgers Coffee Reg. ..... 726,470	Frosty Morn Meat Co. ..... \$59,020	Jack & Jill Cat Food ..... 3,250	Cadillac Cars ..... 580
Food Associates, Inc. ..... \$21,630	Meat Products ..... 59,020	Jello Puddings ..... 344,860	Chevrolet Cars ..... 953,220
Rose Kist Popcorn ..... 21,630	Fuller, W. P., & Co. ..... \$154,530	Kool Aid ..... 168,600	Chevrolet Trucks ..... 18,090
Food Fair Stores, Inc. ..... \$173,880	Fuller Paints ..... 154,530	Kool Shake ..... 44,920	Delco Appliances ..... 18,360
Food Mfgs., Inc. ..... \$1,344,620	Furr's Food Stores ..... \$37,910	Maple-Del Syrup ..... 9,960	Delco Batteries ..... 49,530
M & M Candies ..... 1,094,280	G. H. P. Cigar ..... \$435,780	Maxwell House Coffee Inst. ..... 4,318,140	Frigidaire Appliances ..... 67,070
Uncle Ben's Rice ..... 250,340	El Producto Cigars ..... 370,800	Maxwell House Coffee Inst./Reg. ..... 312,110	G.M. Trucks ..... 1,140
Food Mart, Inc. ..... \$38,200	La Palina Cigars ..... 43,790	Maxwell House Coffee Reg. ..... 831,650	Institutional ..... 2,270
Ford Motor Co. ..... \$3,332,620	Lovera Cigars ..... 21,190	Minute Potatoes ..... 4,370	Oldsmobile Cars ..... 1,516,611
Ford Accessories ..... 6,220	Gallo Winery E. & J. ..... \$1,130,820	Minute Rice ..... 6,820	Pontiac Cars ..... 544,780
	Burgundy Wine ..... 2,430	Perkins Lemonade Mix ..... 17,610	Saginaw Power Steering ..... 86,100
	Gallo Wine ..... 1,091,980		General Petroleum Corp. ..... \$223,100
	Sherry Wine ..... 1,350		Mobilgas & Mobioil ..... 201,470
	Vino Paisano ..... 35,060		Mobilheat Fuel Oil ..... 21,630
	Geiser's Potato Chips ..... \$33,410		General Shoe Corp. ..... \$57,870
	Potato Chips ..... 29,510		

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Dollar figures continue page 61 ►

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

# NARTB CONVENTION SPECIAL

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VISIT SPONSOR  
IN SUITE

904  
CONRAD HILTON



This old mariners order could apply equally well in radio and television representation.

JEPCO's "even keel" staff makes for smooth sailing in a sea of rough competition.

Good stewardship—and JEPCO's happy crew in seven cities can chart a profitable course for stations, advertisers and their agencies.

**JEPCO** knows  
how the  
wind blows

## **JOHN E. PEARSON COMPANY**

RADIO AND

TELEVISION STATION REPRESENTATIVES

New York Chicago Minneapolis Dallas Atlanta Los Angeles San Francisco

From the FCC Chairman

## **GREETINGS TO THE 35<sup>TH</sup> ANNUAL NARTB CONVENTION**

To ALL MY GOOD FRIENDS in the National Association of Radio and Television Broadcasters I wish a pleasant, fruitful and informative annual convention in Chicago during the period of the 7th to the 11th of April. I know that, as in the past, it will be such a convention.

There are increasing signs that the broadcasters of this country generally recognize the responsibilities which come with maturity. Your Association adopted five years ago an excellent Television Code. Years before it had similarly devised Radio Standards of Practice which are still in effect. These are sincere and effective attempts upon the part of radio and television broadcasters to improve their service to all of the public. The Television Code is a guide of precepts for television broadcasting which is self-imposed and supported by more than 300 television stations, plus all three of the television networks.

The commercial strength of your industry, as reflected by expanding facilities and record sales, is continually increasing. It is a source of great satisfaction to me that, within the few years that I have been Chairman of this Commission, the net profits in television have just about tripled. However, I do not claim any of the glory for this. The credit is due to you, the broadcasting fraternity.

I wish to congratulate the radio broadcasting industry for its spectacular comeback. Networks have recently raised their daytime rates for radio because of a realization of the very real value of radio advertising. Radio stations are now selling at the highest prices in industry history. More radio sets were sold by retail stores last year than in any year in the history of commercial radio.

To all broadcasters, my sincere wishes for continued devotion to your public trust, service to the public and the rich rewards which that entails.



A handwritten signature in cursive ink, appearing to read "George C. Mannsley".

# THIS IS YO



The staff of the National Association of Radio and Television Broadcasters recently posed for this SPONSOR picture in front of their Washington headquarters. **First row seated** (l. to r.): Vincent Wasilewski, manager government relations; Mary Lee Cowles, his secretary; Dorothy Heinze, secretary to Thad Brown; Sheila Walker, secretary to Dan Shields; Dan Shields, Thad Brown's assistant; Thad H. Brown, Jr., tv vice president; Audrey Robertson, research department; Louise K. Aldrich, librarian; Harold E. Fellows, president and chairman of the board; Florence Mitchell, administrative assistant to Harold Fellows; Howard H. Bell, assistant to the president and state coordinator; Milnore Hoel, his secretary; Joan Shee-

han, president's office; Thomas B. Coulter, assistant to John Meagher; Ann Maiatico, secretary to Thomas Coulter; Chris Chadwell, John Meagher's secretary; John F. Meagher, radio vice president. **Second row:** Marcella Schuyler, secretary to Fred Garrigus; F. H. Garrigus, mgr. organizational services; Adeline Macloskie, secretary-treasurer's office; Ella Nelson, assistant to Everett Revercomb; Janet Dollison, secretary-treasurer's office; Everett E. Revercomb, secretary-treasurer; Peggy Miller, Ann Mulgrew and Clara Ross, secretary-treasurer's office; William L. Walker, assistant treasurer; Edythe Ruhl, secretary, public relations; Dorothy Cavalier, secretary to Don Martin; Patricia Kiely, public relations; John G. Trezevant, mana-

# OUR NARTB



ger, news and publications; Sally Ball Kean, public relations; Marguerite Walker, secretary to Joseph Sitrick; John Couric, chief writer; Mary Ann Chaisson, secretary to Walter Powell; Robert L. Heald, chief attorney; Walter J. Murphy, Jr., attorney; Mary Gilroy, Robert Heald's secretary; Walter R. Powell, Jr., attorney. **Third row:** Jame H. Hulbert, assistant to Charles Tower; Leona M. Schalk, assistant to Charles Tower; Rosalie Blackburn, secretary to Charles Tower; Charles H. Tower, manager, employer-employee relations; Irma Kerrigan, his secretary; Susan Williams, employer-employee relations; Harold G. Ross, labor economist; Mary Ellen Blessington, secretary to Charles Cady; A. Prose Walker, manager, engineering;

Helene Burner, his secretary; George Bartlett, assistant manager of engineering; Joseph Sitrick, manager, special projects and member participation; Donald N. Martin, assistant to the president, in charge of public relations; Jean Levy, office assistant, station relations; William Carlisle, manager, station relations; Mary Tracy, his secretary; John Callahan and Robert F. Prest, production; LaRue M. Courson, production manager; Tony Bayne, Frank Connors and Bill Brown, production. **Absent** were: Richard M. Allerton, research manager; Al King and Barney Ogle, field representatives; Edward H. Bronson, TV Code affairs director; Charles S. Cady, Code assistant director; Peter Friend, assistant; Eleanor Lanigan, secretary



**TvB President** *Norman Cash*

## **TVB President's answer:**

There is no need here to reiterate what the business journals have been trumpeting, nor what an around-the-clock viewing of television will demonstrate—that this is the era of selling, honed and sharpened on the whetstone of the most intense competition in the history of our economy.

The case has been amply documented. In simple terms, the production arm of the economy has grown faster than the consuming arm, setting up a lop-sided disparity that must be corrected intelligently, swiftly and with the most efficient means possible. The best "bridge" between those who make and those who buy—television—has been in commercial operation almost a decade. Each year has seen it increasing in strength of function, but there is still room and reason for heavier traffic across its roadways. From where will—or rather, *should*—this traffic come? What, in other words, are the immediate sales targets of this unsurpassed link between the producer and the consumer? Where should the keepers of the "bridge" look if the scales of the economic imbalance are to be leveled.

It seems to me that TV has three prime areas in which to concentrate a major bulk of its sales efforts. They are: one, automotive; two, heavy industry; three, retail. The

## **WHAT ARE THE AIR MEDIA'S**

**RAB President** *Kevin Sweeney*



## **RAB President's answer:**

What radio will need this year and for the next 10 years are some "three-I-ed" salesmen and station operators if radio is going to triple its business by 1967.

Not "three-eyed"—although I can't see how that would hurt—just "three-I-ed" salesmen who are a lot easier to find. A "three-I-ed" salesman and/or station manager is one who combines *Intelligence* in sizing up the advertiser's problem with *Imagination* in developing an advertising plan that solves the problem and *Intensity* in carrying the solution to the real decision-maker in the advertiser's organization.

Given a few thousand of these gentlemen, radio has no long-range sales problem for which there is not a short-term solution. But until these men are "built," as they are being "built" by hundreds of sales organizations in radio right now, radio's immediate sales problems can be summed up under three headings:

1. Creating more demand for the 10 a.m.-4 p.m. period.
2. Demonstrating the effectiveness of evening radio to advertisers.
3. Giving the proper weight in its selling to programs instead of the disproportionate emphasis now put on saturation as the most effective advertising device—regardless of the problem.

The three problems are really those of radio's selling or-

automotive industry is, of course, a comparatively heavy user of tv. Why then single it out as a prime target? The answer lies in the definition of a "basic medium." If a marketer's basic medium is that which produces the heaviest flow of potential buyers to his outlets (and I believe this to be a sound definition of the term), then the automotive industry is not using tv as *its* basic medium. Several studies, including the Bureau's, have amply demonstrated that tv is responsible for *more* potential buyers coming to auto showrooms than any other medium. Still, the major (substitute *basic*) sales push of the automotive people is in print, not tv. Does this not suggest a prime area for our medium's sales efforts?

Rifle through any outstanding business publication and you will find magnificent multi-colored ads for heavy industry—the steels, the fabricators, even the huge "services" such as the railroads and airlines.

True, some of them do use television, and those who make use of the medium you will find not only sell a product, but an idea, a concept, an identity, a public relations program. It is in these latter categories of heavy industry that "prime target" is a most appropriate term.

A successful use of the concept of "corporate identity" (though not in the heavy-industry category) can be seen

in the increasing use of tv by a leading insurance company. Of course, they have a product to sell—a policy. But they do it by selling the "idea" behind that policy, and with the sale of the idea goes the greater establishment of the corporate identity. The same principle could just as easily be applied to heavy-industry use of tv.

Finally—but by no means low man on the target Totem Pole—there is that vast, yet-to-be-scratched area of Retail.

In my opinion, this is perhaps the toughest of them all. Here, our medium faces the battle of Immediacy & Long Range Impression vs. Tradition. The retailer, by long habit, looks for overnight results. He is not yet oriented to thinking of his establishment in terms of an Identity.

There are many instances where Immediacy and tv, for the retailer, have worked. One of tv's sales objectives is to spread this word further and farther (and that's not a redundancy). The other objective is to convince the retailer that his establishment has a "character" which is, in itself, a saleable item. The combination of this concept—Immediacy and Long Range Impression—is the crux of the medium's sales job in this "prime target" area.

When you consider that approximately 40% of the country's advertising budgets are decided on Main Street, the effort is well worth the sweat.

*TVB presentation Thursday afternoon, Grand Ballroom*

## **PRIME SALES TARGETS?**

*RAB presentation Wednesday afternoon, Williford Room*

ganizations rather than those puzzling the advertiser. We are responsible for the overemphasis on "driving times" as the best time to buy radio and on saturation. He is not.

Our prime job in 1957 is to carry to the advertisers, national and retail, the stories on these other time periods and other radio advertising devices so that the demand by agencies will be more even and not pile up in a few hours of the day.

There are ample arguments in behalf of these periods and programs that are not in as great demand as some others.

For instance in the matter of 10 a.m.-4 p.m.:

For products whose purchase is motivated mostly by women, 10 a.m. to Noon is far and away a better buy than early morning or late afternoon for reaching adult women—more of them are tuned during those hours than at other times of the day.

We must hammer home to those advertisers standing in line for 7 a.m.-9 p.m. in almost every market and for the 4-6 p.m. period in a growing number of markets that the variation in the number of families using sets in metropolitan markets throughout all the daylight hours is never more than 11%. So no period is really more than 11% worse potentially than the best period.

In such a situation, there are so many other factors that are more important than stretching for this 11% potentially greater audience. Cost-per-thousands are much lower in

many markets in midday. The whole "last word" concept—reaching women before they go out to shop—operates better for grocery and drug product advertisers after 10 a.m. because afternoon shopping is always greater than morning shopping.

10 a.m.-4 p.m. is nowhere near the problem that evening radio is simply because our story vis-a-vis television is so strong during the daylight hours. But there are ample reasons for evening radio's improvement in saleability if we present the story dramatically to the advertiser. For example:

The memorability studies which RAB has made throughout the country dramatize the extraordinary penetration of nighttime, e.g. 20 announcements on one radio station in a three-station tv market and 12% of the people could parrot back the commercial; sponsorship of one evening newscast for a four-week period on just a single radio station in an eight-station market and over 15% of the people knew of the product.

You can't run up figures like that unless you have a huge audience—an audience that doesn't necessarily assemble at one place on the dial during any single half-hour as television's does. But an audience that accumulates throughout the evening.

Two-thirds of all families are doing some listening at  
(Please turn to page 41)

This is for

REA

radio station in Minneapolis-St. Paul and 11  
features 36 local performers on the air

provides

LIVE

entertainment

service keyed perfectly to the tastes and  
of the vast area they serve. That's who

PEOPLE  
WCCO RAD

than all other Twin Cities stations.

★ NCS #2

★ ★ ★ 51.5% share of audience, Nielsen Station Index, 1956 average,  
total station audience, total day, seven-day week

★ ★ Represented by CBS Radio Spot Sales

...the number one

orthwest counties\*

every week. Each

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10\*\*

combined!\*\*\*



# TV CODE BOARD MEANS BUSINESS

Widespread monitoring, firmer insistence on compliance with Code provisions mark board's activity as it begins sixth year of effort to improve programing and commercials on video



*Tv Code address by G. Richard Shatto Tuesday afternoon, Upper Tower*

**T**hough working in its usual quiet way, the NARTB's Television Code Review Board has been getting tougher with stations who do not abide by its provisions.

Putting pressure on members of your own trade organization over matters which involve, in the final analysis, nothing less than money, presents obvious problems.

But, as the board begins its sixth year of effort to get widespread acceptance for its standards of truthfulness and taste, it has unquestionably accomplished much. The past year, in particular, has been marked by a firm confidence in its ability to create the kind of tv viewing climate it wants and a determination to do something about it.

Probably No. 1 in the list of accomplishments is the board's extensive monitoring of programs and commercials aired by both members and non-members of the Code. This, in itself, is a tip-off to the board's growing confidence. It implies clearly that the board feels it is not enough to sit and wait for evidence that Code members are flouting its provisions; it must find this evidence itself.

Monitoring started experimentally in 1954 and got underway in earnest last year. During 1956 more than 17,000 hours of programing and advertising were monitored on 104 stations in the major markets and all three networks. Its target for the current NARTB fiscal year (ending 30 March 1958) is to check all subscribers in the top 115 markets. Based on the existing membership roll, which now totals 302 video outlets, this means Code monitors will have checked around 200 stations. In addition there will be a spot check of smaller markets.

Another Code accomplishment was its adoption by the Alliance of Television Film Producers early this year. The producer-members of the ATFP claim to produce about three-quarters of all the first-run syndicated film in use at present. While a feather in the cap of the board, inasmuch as the lack of a Code among film producers represented a noticeable gap in the Code picture, the affiliation of the ATFP does not remove the responsibility of stations to preview film. It does, however, give assurance to the station that the film was made with special care. In other words, it's like the U. S. Government seal on meat—the product is safe but you can't tell whether it'll

taste good because of the seal alone. It's significant that last year saw the resignation of six Code members. It wasn't the first time Code members had resigned but, in the case of the six mentioned, it was the first time the board could pinpoint the fact that all resignations flowed primarily from the inability or unwillingness of tv stations to conform to the Code's requirements. Moreover, there is no question that the board has become firmer in its attitude toward erring stations.

It should also be pointed out that the matter of "suggesting" resignations is not handled lightly. This flows from the board's conviction that once a Code member resigns it is much more difficult to work on him and make him change his ways. The board is not interested so much in getting rid of non-conformers as in trying to persuade them to change.

Where resignations take place the matter is not publicized, though the stations' call letters can be deduced by comparing the membership lists regularly published. As a matter of fact, all discussions with violators are confidential, a fact that prevents the board from demonstrating its effectiveness. Since the board is anxious to make its work known it regrets, in a way, the policy of secrecy but it is also convinced that unless this policy prevails

the path of Code acceptance will be much rockier.

Since so much of the board's work is confidential, is there any way of measuring what it has accomplished?

There are no foolproof ways but there are a good many indications. First, the membership list. The 302 members are a fair share of the 475-odd commercial tv stations now operating in the U. S. and indicate wide acceptance of the Code. But this is not the whole story. The Code has made the greatest inroads in the major markets, where its influence counts most. The board estimates that at least 85% of tv homes can receive a Code-subscribing station. For example, six of the seven New York stations, five of the seven Los Angeles stations, all four Chicago outlets, all three Philadelphia stations, all three U.S. stations in Detroit, three of the four San Francisco outlets, are code members.

Furthermore, network and film producer membership means that most, if not all, non-Code stations use a great deal of programming that has been made with the Code provisions in mind.

The degree to which unacceptable advertising and programming has declined cannot be measured statistically but the board feels sure that it has. The decline has been especially noticeable, the board maintains, if tv today is compared with tv in its early years.

In the area of "good taste" and decorum, the board can point to some tangible changes:

- The elimination of drinking scenes in beer and wine advertising.

- The virtual elimination of the "tv neckline." Along the same lines, there has been a marked trend in network shows to restrict not only costuming but dance routines and comedy sketches to a standard of decorum acceptable in the family living room.

- There has been a drastic reduction in program-length commercials, particularly of the pitchman variety. The board feels this is still a problem, however, and is working hard to reduce program length pitches further.

The board's monitoring provides an intriguing glimpse of Code performance. Two summaries of monitoring were provided to SPONSOR by the board, one on the networks and one on stations.

The board monitored every network program during seven months in 1956. Weekly reports were submitted to the networks and also periodic summary reports. The latest of these summary reports, covering all network-originated shows during a nine-week period, indicated that 325 out of 3,515 programs exceeded by 20 seconds or more the advertising time limitations of the

(Please turn to page 14)



G. Richard Shafro,\* chairman, WIS-TV, Columbia, S.C.



Wm. B. Quarton, vice chairman, WMT-TV, Cedar Rapids



Mrs. Hugh McClung  
KHSI-TV, Chico, Cal.



Richard A. Borel  
WBNS-TV, Columbus, O.



Roger W. Clipp  
Triangle Stations

## TV CODE REVIEW BOARD MEMBERS AND BASIC FACTS ABOUT CODE

**Code history:** Naming of committee at 1951 NARTB Convention and all-industry conference later that year started things off. Twelve broadcasters wrote the Code, which was okayed by other tv station owners and NARTB Tv Board before 1951 was over. Code became effective as of 1 March 1952.

**Code board:** Consists of five members who cannot serve more than two consecutive

two-year terms. NARTB President Harold Fellows picks board members subject to approval of Tv Board and sits in on meetings, held at least four times each year. Staff is headed by Director Edward H. Bronson, Ass't Director Charles S. Cady.

**Code budget:** For year ending 30 March 1958, figure is \$115,000 of which \$24,000 is set aside for expenses of monitoring.

**Code dues:** Board receives \$33.75 per month per station but actual out-of-pocket cost to the NARTB members is only \$12.92. Each network contributes \$1,500 per year.

**Code members:** Latest total is 302 out of 475-odd commercial U.S. tv stations. Two non-NARTB members are Code subscribers while 25 NARTB members are among those who do not subscribe to Code.

\*Confirmation of rumors on Shafro's retirement was received at press time. Quarton will replace him as chairman and Donald H. McGannon, president of Westinghouse Broadcasting Co. will become new board member.



## The “best dramatic series” of the year

(HAS ROOM FOR ONE MORE ADVERTISER)





**PLAYHOUSE 90** set out to do something that had never before been tried in television:

To offer a nationwide audience the important dramatic entertainment that can be achieved only by using sufficient time to develop the full potentialities of plot and character.

To contribute a new dimension to the medium by presenting an hour and a half of this full-scale drama every week on a *regularly scheduled* basis.

The achievement proved even more exciting than the idea.

It won the sustained applause of the nation's critics, who continue to give serious attention to each production.

It captured the enthusiasm of the nation's best writers and performers, anxious to take part in an adventure that gave full scope to their talents.

Its unique accomplishments were recognized *for the 18th time* this season with the announcement of the "Emmy" awards the other day.

But the most important reward is the enthusiasm of 25 million intensely loyal viewers who return week after week for the next production.

The advertiser who sponsors the only remaining segment of *Playhouse 90* will inherit all the extra values of a program that each week generates new excitement as it continues to make history on **CBS TELEVISION**



## Adoption of Code by Alliance of Television Film Producers in 1957 is feather in board's cap

(Continued from page 11)

Code. During the entire nine-week period, no violations with respect to acceptability of products were noted. (It must be remembered that, in addition to being Code members, the networks have their own requirements regarding "good taste" on the air.)

The analysis of station programming and advertising content are based upon 4,511 hours of monitoring involving 41 Code subscribers in 13 markets (New York, Chicago, Los Angeles, Philadelphia, Detroit, San Francisco, Boston, Pittsburgh, Washington, Cleveland, Baltimore, Milwaukee and Minneapolis). Eleven additional stations in these markets are not subscribers and are not in the analysis.

Performance of these 41 stations were broken down into three major areas of commercial practice:

► **Multiple spotting:** The Code provides no more than two back-to-back commercials plus an I.D. are acceptable either between programs or within the framework of a single program. The Code also says that station breaks shall not interrupt either the preceding or following programs. The appearance of so-called "piggy-back" announcements—which advertise more than one product—gave rise to the board's first Code interpretation last June. The board's interpretation was that unrelated products advertised "as separate and distinct messages" within one announcement constitute, in effect,

separate announcements. But the board accepts multiple product announcements when integrated to form a single message, such as a line of foods or automobiles, pancakes and syrup, furniture and carpeting.

Code people monitored a total of 9,960 station breaks. Only 30 exceeded the code provisions and these 30 were confined to eight out of the 41 stations. There were also 69 cases of multiple spotting within shows in violation of the Code. (The board feels, however, that multiple spotting is more common in smaller markets.)

► **Length of commercials within shows:** The tight scheduling of network shows puts stringent limits on the number of station break announcements (though stations have been known to break into the end or beginning of a web program to throw in a local announcement or two) but the station has more leeway with its own programming.

In general the Code provides that "announcement programs" should not have more than one minute of advertising for every five minutes of programming. The Code also recognizes, however, that in certain types of shows (such as women's service programs), where advertising material is an informative and integral part of the show, this standard "may be waived to a reasonable extent." The ban on a piggy-back plus another commercial also applies in this area.

On regularly sponsored programs, time limits are generally more stringent: for example, 30- and 60-minute shows in "A" time allow one minute of commercial for every 10 of programming.

A total of 8,083 locally-originated programs were monitored on the 41 stations. Of these, 271 exceeded the Code allowance for commercial time. The violations were distributed among nearly all the stations, though not evenly.

Two of the stations kept within the Code: 21 aired one-to-six programs which exceeded the Code allowance; eight aired six-to-10 programs over the limit; eight aired 11-to-20 programs over; two aired 20-25 programs over.

► **Program length commercials:** The Code's time standards for advertising copy automatically rule out all "pitch" programs. However, the board was concerned enough about the problem to issue an "interpretation" on the

(Please turn to page 44)

## CODE MONITORING RESULTS

Part of Code Board's 17,000 hours of monitoring during 1956 covered 41 Code subscribers in 13 major markets. Here is a summary of what the tv monitoring disclosed:

**Multiple spotting:** Of 9,960 station breaks, only 30 on eight stations exceeded Code provisions. There were also 69 violations of multiple spotting rules within shows.

**Length of commercials:** Total of 8,083 locally-originated shows were monitored, of which 271 aired commercials (within shows) exceeding length permitted by the Code.

**Program-length commercials:** Code monitors found 14 stations carried 101 program-length commercials. Three of these stations accounted for more than half of them.

## COMPLAINTS FROM PUBLIC

As the Code Review Board gets better known, it has begun to receive a greater number of complaints. Here is the 1956 breakdown:

1. Acceptability of program material	389	8. Advertising	135
2. Responsibility to children	*728	a. Excessive	92
3. Decency & decorum	47	c. Misleading	20
4. Treatment of news	1	d. Alcoholic beverages	27
5. Controversial issues	4	e. Tobacco	5
6. Political	2	f. "Pitchmen"	12
7. Religious programs	†254	<b>TOTAL</b>	<b>1,717</b>

\*Includes 681 from Chicago following newspaper series

†Two unrelated events account for all but two of these

‡Includes 422 letters following article on Code in TV Guide



Academy winners since 1934:

1934 — "The Continental" — Con Conrad, Herbert Magidson  
 1935 — "Lullaby of Broadway" — Harry Warren, Al Dubin  
 1936 — "The Way You Look Tonight" — Jerome Kern, Dorothy Fields  
 1937 — "Sweet Leilani" — Harry Owens  
 1938 — "Thanks for the Memory" — Ralph Ranger, Leo Robin  
 1939 — "Over the Rainbow" — E. Y. Harburg, Harold Arlen  
 1940 — "When You Wish Upon A Star" — Ned Washington, Leigh Harline  
 1941 — "The Last Time I Saw Paris" — Jerome Kern, Oscar Hammerstein 2nd  
 1942 — "White Christmas" — Irving Berlin  
 1943 — "You'll Never Know" — Harry Warren, Mack Gordon  
 1944 — "Swinging On A Star" — James Van Heusen, Johnny Burke  
 1945 — "It Might As Well Be Spring" — Rodgers and Hammerstein  
 1946 — "On the Atchison, Topeka and Santa Fe" — H. Warren, J. Mercer  
 1947 — "Zip-A-Dee-Doo-Dah" — Allie Wrubel, Ray Gilbert  
 1948 — "Buttons and Bows" — Jay Livingston, Ray Evans  
 1949 — "Baby, It's Cold Outside" — Frank Loesser  
 1950 — "Mona Lisa" — Ray Evans, Jay Livingston  
 1951 — "In the Cool Cool Cool of the Evening" — H. Carmichael, J. Mercer  
 1952 — "Do Not Forsake Me, Oh My Darlin'" — Dimitri Tiomkin, Ned Washington  
 1953 — "Secret Love" — Sammy Fain, Paul Webster  
 1954 — "Three Coins in the Fountain" — Sammy Cahn, Jule Styne  
 1955 — "Love is a Many Splendored Thing" — Paul Francis Webster, Sammy Fain

# ASCAP SONGS WIN THE 'OSCARS'



© A.M.P.A.S.

ASCAP congratulates the 1956 Winners  
**"WHATEVER WILL BE, WILL BE" ("Que Sera, Sera")**  
 w: Ray Evans — m: Jay Livingston  
 Published by Artists Music, Inc.

Year after year, ever since  
 Oscars have been instituted,  
 songs of ASCAP members  
 have been acclaimed  
 as the outstanding tunes  
 used in motion pictures  
 and have won Academy Awards





In the sports world, trophies mean you're in the big time.

In radio, a consistent record of successful selling is the only big-time "trophy" that shows. And CBS Radio Spot Sales holds that record. It successfully represents top stations in fourteen major markets. These stations bring their microphones to many important sports events. And with them come large, dependable and responsive audiences.

But audiences aren't our only fans. Last year over 200 advertisers went to the sports fields with CBS

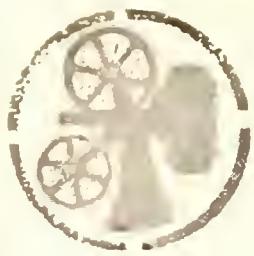


Radio Spot Sales. They advertised everything from cakes and coal to hand lotions, insurance and hardware. Every product received merchandising assists from the local stations. Every product became a winner.

Get your product up for sale in the big time. If you place your sports orders now for summer, fall or winter you'll get all the exploitation extras offered by our stations. For details call CBS Radio Spot Sales.

CBS Radio Spot Sales represents: WCBS, New York • WBBM, Chicago • KNX, Los Angeles • WCAU, Philadelphia • WCCO, Minneapolis • St. Paul • WEEI, Boston • KMOX, St. Louis • KCBS, San Francisco • WBT, Charlotte • WRVA, Richmond • WTOP, Washington • KSL, Salt Lake City • KOIN, Portland, Ore. • WMBR, Jacksonville • Columbia Pacific Radio Network • Columbia New England Radio Network.

**CBS RADIO SPOT SALES**



# FILM AT THE CONVENTION

**Broadcasters will find the largest selection available in the history of tv. List below shows all major series and feature film packages which are now on the market**

**C**onvention-going broadcasters will find the largest selection of film available in the history of tv, a fact due to the enormous rerun potential of tv film programming. There will also be some first-run product on hand as distributors, after being cagey following the influx of features, have found the syndication market in sound shape. However, there will probably be additional product offered later in the spring as distributors who cannot place pilots on the network put them into syndication or offer them to regional accounts.

The list below of film available, while not complete, is more than a sampling. It includes all the major series and

feature film packages now on the market. In the case of some of the newer series, all episodes are not in the can but will, of course, be ready for showing in cases of convention-time purchases. Some of these series are already tied up in certain markets, and will be available only for reruns.

This list updates the information available in the Film Issue of 2 February 1957 and includes some distributors not represented in that list. In considering purchases of film shown here, broadcasters can get help in making their decisions by referring to rating and audience information data regularly run in SPONSOR.

**Tv Film Panel meet 2-3 p.m. Monday, Upper Tower**

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE	PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE				
<b>ADVENTURE</b>											
Adventure Album	Interstate Tv	15 min.	26	Range Busters	M&A Alexander	30 min.	16				
Adventures of China Smith	NTA	30 min.	26	Sailor of Fortune	RKO Tv	30 min.	26				
Adventures of China Smith, New	NTA	30 min.	26	Sheena, Queen of the Jungle	ABC Film Syndication	30 min.	26				
Adventures of the Falcon	NBC Tv Films	30 min.	39	The Silent Service	NBC Tv Film	30 min.	39				
Adventures of Scarlet Pimpernel	Official	30 min.	18	State Trooper	MCA Tv	30 min.	39				
Aggie	RKO Tv	30 min.	26	Superman	Flamingo	30 min.	52				
Armchair Adventure	Sterling	15 min.	39	Terry and the Pirates	Official	30 min.	18				
Assignment Foreign Legion	CBS Tv Film	30 min.	26	Three Musketeers	ABC Film Syndication	30 min.	26				
Biff Baker, USA	MCA Tv	30 min.	26	The Tracer	MPA Tv	30 min.	39				
Byline—Steve Wilson	M&A Alexander	30 min.	39	Waterfront	MCA Tv	30 min.	78				
Captain Gallant	TPA	30 min.	39	Whirlybirds	CBS Tv Film	30 min.	39				
Cases of Eddie Drake	CBS Tv Film	30 min.	13	<b>ADVENTURE (Continued)</b>							
New Adventures of Charlie Chan	TPA	30 min.	39	Range Busters	M&A Alexander	30 min.	16				
Combat Sergeant	NTA	30 min.	13	Sailor of Fortune	RKO Tv	30 min.	26				
Count of Monte Cristo	TPA	30 min.	39	Sheena, Queen of the Jungle	ABC Film Syndication	30 min.	26				
Cross Current	Official	30 min.	39	The Silent Service	NBC Tv Film	30 min.	39				
Crunch and Des	NBC Tv Films	30 min.	39	State Trooper	MCA Tv	30 min.	39				
Crusader	MCA Tv	30 min.	52	Superman	Flamingo	30 min.	52				
Dangerous Assignment	NBC Tv Films	30 min.	39	Terry and the Pirates	Official	30 min.	18				
Dateline Europe	Official	30 min.	78	Three Musketeers	ABC Film Syndication	30 min.	26				
Foreign Legionnaire	TPA	30 min.	39	The Tracer	MPA Tv	30 min.	39				
Captain David Grief	Guild	30 min.	39	Waterfront	MCA Tv	30 min.	78				
Hawkeye, Last of the Mohicans	TPA	30 min.	39	Whirlybirds	CBS Tv Film	30 min.	39				
The Hunter	Official	30 min.	26	<b>CARTOONS</b>							
I Search for Adventure	Geo. Bagnall	30 min.	52	Animated Fairy Tales	RKO Tv	10 min.	13				
Jet Jackson	Screen Gems	30 min.	39	Cartoon Classic Serials	Sterling	5 min.	65				
Osa & Martin Johnson	Sterling	30 min.	26	Cartoons	Screen Gems	varied	282				
Rocky Jones, Space Ranger	Official	30 min.	39	Cartoons	Sterling	varied	70				
Jungle	Sterling	15 min.	48	Crusader Rabbit	Geo. Bagnall	5 min.	195				
Jungle Jim	Screen Gems	30 min.	26	Funzapoppin Cartoons	Geo. Bagnall	varied	107				
King's Crossroads	Sterling	30 min.	75	Looney-Tunes	Guild	varied	191				
The Lone Wolf	MCA Tv	30 min.	39	Popeye	Assoc. Artists	varied	234				
Long John Silver	CBS Tv Film	30 min.	26	Recordtoons	Sterling	5-8 min.	50				
Man Called "X"	Ziv Tv	30 min.	39	Superman Cartoons	Flamingo	15 min.	16				
Men of Annapolis	Ziv Tv	30 min.	39	Telecomics	Flamingo	15 min.	165				
Overseas Adventure	Official	30 min.	39	Terrytoons	CBS Tv Film	varied	156				
Passport to Danger	ABC Film Syndication	30 min.	39	Tinderbox	Cinema-Vue	65 min.	1				
Ramar of the Jungle	TPA	30 min.	52	Walter Lantz Cartoons	Guild	varied	179				
<b>CHILDREN'S</b>								Walter Lantz Cartoons	Ziv Tv	10 min.	26
Adventures of Blinkey	Interstate Tv	15 min.	26	Warner Bros. Cartoons	Assoc. Artists	varied	337				
Adventures of Danny Dee	Cinema-Vue	30 min.	40	Whimseyland Cartoons	Cinema-Vue	varied	150				
Animal Adventure	Sterling	5-8 min.	50								



## How much should a Tape Recorder cost?

**\$45,000\*** The new Ampex Videotape Recorder at \$45,000 achieves flawless reproduction of TV picture and sound. The system not only promises to revolutionize network telecasting but will actually reduce material costs by 99%. In hundreds of TV stations throughout the country Ampex Videotape Recording will repay its cost in less than a year.

**\$1,315\*** The Ampex Model 350 studio console recorder at \$1,315, costs less per hour than any other similar recorder you can buy. Year after year it continues to perform within original specifications and inevitably requires fewer adjustments and parts replacements than machines of lesser quality.

**\$545\*** The Ampex Model 601 portable recorder at \$545 gives superb performance inside and outside of the studio. This price buys both the finest portable performance available and the most hours of service per dollar.

YOU CAN PAY LESS FOR A TAPE RECORDER BUT FOR PROFESSIONAL USE  
YOU CAN'T AFFORD TO BUY LESS THAN THE BEST

\*Net price as of August 1, 1956 and subject to change.

SIGNATURE OF PERFECTION IN MAGNETIC TAPE RECORDERS  
934 Charter Street • Redwood City, California

AMPEX  
CORPORATION

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE
<b>CHILDREN'S (Continued)</b>			
Animal Adventures for Children	Coronet	varied	13
Animal Crackers	Sterling	varied	60
Animal Kingdom	Trans-Lux	varied	37
Blackstone the Magician	Harriscope	3 min.	39
Bobo the Hobo	Lakeside	15 min.	26
Children Love Animals	Trans-Lux	varied	24
Children of Many Lands	Trans-Lux	varied	18
Children's Stories	Trans-Lux	varied	21
Christie Comedies	Harriscope	15 min.	107
Cyclone Malone	Harry S. Goodman	15 min.	65
Flash Gordon	Guild	30 min.	39
Jim & Judy in Tele-Land	Lakeside	15 min.	52
Johnny Jupiter	Assoc. Artists	30 min.	39
Jump Jump of Holiday House	Harry S. Goodman	15 min.	65
Junior Science	Guild	30 min.	39
Junior Sports League	RCA Services	30 min.	13
Let's Draw	Geo. Bagnall	15 min.	52
Colonel Tim McCoy	Guild	30 min.	39
Joe Palooka	Guild	30 min.	26
Playland Films	Sterling	varied	60
Ray Forrest	Sterling	30 min.	26
Stories for Children	Coronet	varied	13
Streamlined Fairy Tales	Harry S. Goodman	15 min.	13
Tales of Hans Christian Anderson	Interstate Tv	30 min.	26
Unk & Andy ABC Art Adventures	Cavalcade Tv	15 min.	26

#### DETECTIVE, MYSTERY

Badge 714	NBC Tv Films	30 min.	126
Captured	NBC Tv Films	30 min.	26
City Detective	MCA Tv	30 min.	65
Code 3	ABC Film Syndication	30 min.	39
Col. March of Scotland Yard	Official	30 min.	26
Fabian of Scotland Yard	CBS Tv Film	30 min.	39
Federal Men	MCA Tv	30 min.	39
Files of Jeffrey Jones	CBS Tv Film	30 min.	39
Front Page Detective	Geo. Bagnall	30 min.	39
Adventures of Dr. Fu Manchu	Hollywood Tv	30 min.	13
Gangbusters	RKO Tv	30 min.	39
Harbor Command	Ziv Tv	30 min.	39
Highway Patrol	Ziv Tv	30 min.	78
Sherlock Holmes	Guild	30 min.	39
I Am the Law	Sterling	30 min.	26
Inner Sanctum	NBC Tv Films	30 min.	39
I Spy	Guild	30 min.	39
New Adventures of Martin Kane	Ziv Tv	30 min.	39
Man Behind the Badge	MCA Tv	30 min.	39
Mystery Is My Business	TPA	30 min.	32
New Orleans Police Dept.	MPA Tv	30 min.	39
Paris Precinct	Guild	30 min.	26
Police Call	NTA	30 min.	26
Public Defender	Interstate Tv	30 min.	69
Public Prosecutor	Geo. Bagnall	15 min.	26
Public Prosecutor	Sterling	15 min.	26
Racket Squad	ABC Film Syndication	30 min.	98
San Francisco Beat	CBS Tv Film	30 min.	39
Stryker of Scotland Yard	Hollywood Tv	30 min.	13
The Whistler	CBS Tv Film	30 min.	39

#### DOCUMENTARY

Adventures in the News	Sterling	15 min.	13
Beyond the Yukon	Harriscope	15 min.	13
Confidential File	Guild	30 min.	39
Crusade in the Pacific	Sterling	30 min.	26
Documentary Package	Lakeside	varied	500
Greatest Drama	RKO Tv	15 min.	39
Kingdom of the Sea	Guild	30 min.	39
Movie Museum	Sterling	15 min.	160
On the Spot	Lakeside	15 min.	39
Open for Business	Trans-Lux	varied	17
Our America	Trans-Lux	varied	47
Profile	Trans-Lux	15 min.	39
Uncommon Valor	RKO Tv	30 min.	26
Victory At Sea	NBC Tv Films	30 min.	26
Video Digest	Trans-Lux	varied	25
Wanted	Lakeside	30 min.	20
What's Your Line	Trans-Lux	varied	27

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE
<b>DOCUMENTARY (Continued)</b>			
Where in the World	Lakeside	15 min.	104
Where Were You	Interstate Tv	30 min.	26
This World of Ours	Sterling	15 min.	26
The World We Live In	Sterling	15 min.	65

#### DRAMA

All Star Theatre	Screen Gems	30 min.	156
Don Ameche Presents	TPA	30 min.	39
American Legend	Official	30 min.	80
American Wit & Humor	Sterling	30 min.	13
Ethel Barrymore Theatre	Interstate Tv	30 min.	13
Celebrity Playhouse	Screen Gems	30 min.	39
Counterpoint	Interstate Tv	30 min.	26
Curtain Call	MCA Tv	30 min.	39
Damon Runyon Theatre	Screen Gems	30 min.	39
Day After Tomorrow	William Tell	30 min.	26
Janet Dean	Guild	30 min.	39
Dilemma	Harry S. Goodman	15 min.	13
Dr. Christian	Ziv Tv	30 min.	39
Dr. Hudson's Secret Journal	MCA Tv	30 min.	39
Douglas Fairbanks Jr. Presents	ABC Film Syndication	30 min.	117
Famous Playhouse	MCA Tv	30 min.	300
Flamingo Theatre	Flamingo	30 min.	29
Headline	MCA Tv	30 min.	39
Heart of the City	MCA Tv	30 min.	91
Herald Playhouse	ABC Film Syndication	30 min.	52
Hollywood Half Hour	Geo. Bagnall	30 min.	38
If You Had A Million	MCA Tv	30 min.	39
International Playhouse	NTA	30 min.	26
Invitation Playhouse	Sterling	15 min.	26
This is Charles Laughton	Sterling	30 min.	26
Little Show	Sterling	15 min.	32
Little Theatre	Sterling	15 min.	52
Magic Vault	Lakeside	30 min.	104
Mayor of the Town	MCA Tv	30 min.	39
Conrad Nagel	Guild	30 min.	26
Night Editor	Lakeside	15 min.	26
Orient Express	NTA	30 min.	26
Paradox	Kling Film	5 min.	26
Paragon Playhouse	NBC Tv Films	30 min.	39
The Passerby	NTA	15 min.	26
The Playhouse	ABC Film Syndication	30 min.	52
Playhouse 15	MCA Tv	15 min.	78
Play of the Week	NTA	30 min.	26
Ray Milland Show	MCA Tv	30 min.	76
Royal Playhouse	Interstate Tv	30 min.	52
Screen Directors Playhouse	RKO Tv	30 min.	39
Stage 7	TPA	30 min.	39
Star and the Story	Official	30 min.	39
Star Performance	Official	30 min.	156
Studio 57	MCA Tv	30 min.	26
Theatre with Lilli Palmer	NTA	30 min.	26
Top Plays	Screen Gems	30 min.	44
Under the Sun	CBS Tv Film	30 min.	26
The Visitor	NBC Tv Films	30 min.	44
Your Star Showcase	TPA	30 min.	52

#### EDUCATIONAL

American Heritage	Coronet	varied	13
Behind the Scenes	Trans-Lux	varied	13
Career Planning	Coronet	varied	13
Children of the Americas	Coronet	varied	13
Classroom of the Air	Trans-Lux	varied	37
Creative Arts	Trans-Lux	varied	29
Dating, Marriage, Family	Coronet	varied	13
Democracy at Work	Coronet	varied	13
Draw-along With Me	William Tell	30 min.	13
Getting Along Socially	Coronet	varied	13
How Others Live	Coronet	varied	13
John Kiernan's Kaleidoscope	ABC Film Syndication	15 min.	104
Personality Development	Coronet	varied	13
The Shaping of America	Coronet	varied	13
The Story of America	Coronet	varied	13
Watch the World	NBC Tv Films	15 min.	26
World of Yesterday	Coronet	varied	13
Your Days At School	Coronet	varied	13

# LOVE THOSE KING-SIZED **MGM RATINGS**

**50.5** OMAHA

**24.3** ALTOONA

**30.6** LOS ANGELES

**33.8** ATLANTA

**33.1** KANSAS CITY

**40.8** PHOENIX

**25.3** MINNEAPOLIS  
ST. PAUL

**42.4** CHICAGO

**27.3** SEATTLE

**17.9** PHILADELPHIA

**20.3** DENVER

**17.8** HARTFORD

**43.0** SYRACUSE

**28.4** NEW YORK



FIND OUT HOW YOU CAN START ENJOYING  
**TV'S HIGHEST FEATURE FILM RATINGS**  
**VISIT MGM-TV · NARTB**

Conrad Hilton Hotel · Room 534

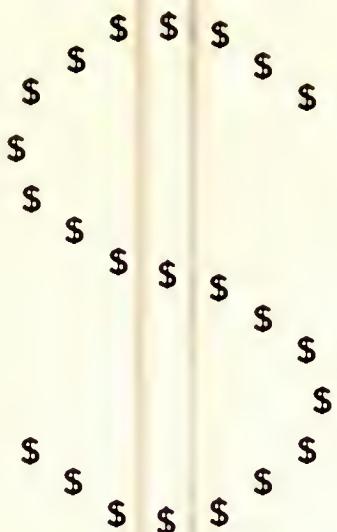
Convention Apr. 7-11

**MGM-TV**  
A SERVICE OF  
LOEW'S INCORPORATED

Contact:  
RICHARD A. HARPER,  
General Sales Mgr.  
701 7th Ave., N.Y.C. 36  
Judson 2-2000

PROGRAM	SYNDICATOR	NO. LENGTH	AVAILABLE
<b>FEATURES</b>			
Anniversary Package	ABC Film Syndication	varied	16
Bagnall Package	Geo. Bagnall	varied	33
Beverly	NTA	varied	8
Bill & Coo	Hollywood Tv	60 min.	1
Cardinal	NTA	varied	7
Classics	Assoc. Artists	varied	11
Deluxe	Hollywood Tv	80 min	3
Diamond	Hollywood Tv	varied	26
Edward Small Features	TPA	varied	35
Emblem	Hollywood Tv	varied	26
Emerald	Hollywood Tv	60 min.	13
English Features	Screencraft	varied	13
Fabulous Forty	NTA	varied	46
Family	Hollywood Tv	60 min.	13
Features	Quality Films	varied	40
Features	Interstate Tv	varied	7
Features	Interstate Tv	varied	54
Feature Special	Lakeside	varied	133
Feature Westerns	Guild	60 min.	100
52 Award Group	United Artists	varied	52
Flamingo Feature Theatre	Flamingo	varied	26
Frontier	Hollywood Tv	varied	13
Golden	Hollywood Tv	60 min.	26
Gold Medal	Hollywood Tv	varied	26
Hal Roach	NTA	varied	14
Hollywood Features	Guild	60 min.	250
Hollywood Movie Parade	Screen Gems	varied	104
Hollywood Mystery Parade	Screen Gems	varied	52
Hollywood Premiere Parade	Screen Gems	varied	39
Hollywood Value Parade	Screen Gems	varied	52
Jubilee	Hollywood Tv	varied	26
Library	M&A Alexander	varied	140
Lone Star	Hollywood Tv	varied	13
Lucky 13	Screen Gems	varied	13
MGM Library	MGM Tv	varied	723
Million Dollar Movie Package #1	RKO Tv	varied	27
Million Dollar Movie Package #2	RKO Tv	varied	17
Movieland	Assoc. Artists	varied	84
Movietime USA	C&C Tv	varied	742
Mystery	Hollywood Tv	60 min.	24
New 22	Screen Gems	varied	22
96 Westerns	Flamingo	varied	96
Nugget	Hollywood Tv	varied	51
129 British Features	Flamingo	varied	129
PC Features	NTA	varied	22
Pioneer	Hollywood Tv	varied	26
Plainsmen	Hollywood Tv	varied	26
Plus 80	Screen Gems	varied	80
Power Plus	M&A Alexander	varied	18
Preferred	Hollywood Tv	60 min.	13
Premier	Hollywood Tv	varied	27
Prize	Hollywood Tv	varied	26
PSI Features	NTA	varied	40
Return of Rin Tin Tin	Geo. Bagnall	60 min.	1
Rocket 86	NTA	varied	86
Select	Hollywood Tv	60 min.	26
7th Anniversary	M&A Alexander	varied	13
Sherlock Holmes	Assoc. Artists	varied	12
Showmanship	Screen Gems	varied	23
Silver	Hollywood Tv	60 min.	24
Spanish Language	Cavalcade Tv	varied	39
Star Features	Screencraft	varied	17
Sterling Package	Sterling	varied	35
TNT Package	NTA	varied	35
Top 39	United Artists	varied	39
Trophy	Hollywood Tv	varied	26
20th Century Fox Films	NTA	varied	52
Variety Features	Screencraft	varied	29
Warner Brothers Library	Assoc. Artists	varied	754
John Wayne	Hollywood Tv	varied	15
Western Features	MCA Tv	60 min.	56
Starring Gene Autry			
Western Features			
Starring Roy Rogers	MCA Tv	60 min.	67
Westerns	Assoc. Artists	varied	38
Westerns	Interstate Tv	60 min.	115
Westerns	M&A Alexander	varied	46
Westerns	NTA	varied	31
Westerns	Screencraft	varied	38
Westerns	Screen Gems	varied	135
Western Special	Lakeside	varied	131

PROGRAM	SYNDICATOR	NO. LENGTH	AVAILABLE
<b>HEALTH</b>			
Health and Happiness Club	NTA	5 min.	105
Here's To Health	Trans-Lux	varied	18
M. D.	NTA	5 min.	39
Medicine Marches On	Trans-Lux	varied	22
Your Health and Safety	Coronet	varied	13
<b>INTERVIEW</b>			
Candid Camera	Assoc. Artists	15 min.	100
Candid Camera	Assoc. Artists	30 min.	89
Lilli Palmer Show	NBC Tv Films	15 min.	26
<b>MUSICAL</b>			
Ballet	Sterling	15 min.	26
Country Show	Flamingo	30 min.	26
Eddy Arnold Time	Walter Schwimmer	30 min.	26
Famous Guests	Cavalcade Tv	30 min.	13
Guy Lombardo	MCA Tv	30 min.	78
Holiday in Paris	CBS Tv Film	30 min.	13
The Hormel Girls	Kling Film	15 min.	44
Huespedes Famosos	Cavalcade Tv	30 min.	13
Frankie Laine	Guild	15 min.	78
Frankie Laine	Guild	30 min.	39
Liberace	Guild	30 min.	113
Music of the Masters	NTA	15 min.	13
Old American Barn Dance	Kling Film	30 min.	26
Opera and Ballet	Lakeside	15 min.	13
Patti Page Show	Screen Gems	15 min.	78
Rosemary Clooney Show	MCA Tv	30 min.	39
Stars of Grand Ole Opry	Flamingo	30 min.	39
Tele-Musicals	Harriscope	3 min.	140
This Is Your Music	Official	30 min.	26
Town & Country Time	RCA Services	varied	78
Vienna Philharmonic	Sterling	15 min.	13
Foy Willing & Riders of the Purple Sage	RCA Services	3 min.	100
Florian ZaBach	Guild	30 min.	39
<b>NATURE, OUTDOORS</b>			
Adventure Out of Doors	Sportlite	15 min.	26
Nature in Action	Coronet	varied	13
Wild Life in Action	Lakeside	15 min.	52
The World Around Us	RCA Services	15 min.	26
<b>NEWS</b>			
CBS Newsfilm	CBS Tv Film	12 min.	5-a-week
Washington Merry Go Round	Harry S. Goodman	15 min.	39
<b>QUIZ</b>			
Hidden Treasure Show	William Tell	60 min.	13
Magic Question	William Tell	30 min.	26
Pantomime Quiz	NTA	30 min.	13
<b>RELIGIOUS</b>			
Hand to Heaven	NTA	30 min.	13
It Can Happen to You	Geo. Bagnall	30 min.	13
Layman's Call to Prayer	NTA	5 min.	52
Man's Heritage	NTA	10 min.	13
Out of the Past	Lakeside	30 min.	39
<b>SCIENCE</b>			
Adventure In Science	Trans-Lux	varied	44
Do You Know Why?	MPA Tv	5 min.	200
March of Science	Trans-Lux	varied	40
Popular Science	Interstate Tv	15 min.	78
Science in Action	Coronet	varied	13
Science in Action	TPA	30 min.	52



## **HOW MUCH SHOULD A STATION INVEST IN TRADE PAPER ADVERTISING?**

Station managers tell us that they seldom get a straight answer to this oft-asked question.

Yet today's strict insistence on economy in every phase of station operation demands that the question be answered.

Here is what we say when someone asks, "How much should my tv (or radio) station put into trade paper advertising?"

For three out of four stations the answer is, "not a red cent."

When you advertise in a tv radio trade publication, you want to attract national business. You're pin-pointing your message to account executives, ad managers, timebuyers. And you must have the ingredients that help you and your rep convert favorable impressions into sales.

With few exceptions, we advise that you reserve your

promotion dollars for local use unless you have—

(1) A national representative who will be stimulated and helped by your trade publication advertising. (2) A market story strong enough to convince national and regional buyers that your station is logical. (3) A station story that warrants consideration.

Frequency, network, and power aren't the whole answer, though they help. A few 250-watt independents have invested as much as 50% of their national spot income in trade advertising and have achieved outstanding results.

As we mentioned earlier, three out of four stations have no business using national trade paper space.

If you're the one-out-of-four that should, SPONSOR recommends, on the basis of industry analysis, that you invest 5% of your 1957 national spot income in this pin-pointed form of advertising.



**THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE**

PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE	PROGRAM	SYNDICATOR	LENGTH	NO. AVAILABLE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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Commando Cody—Sky Marshal of the Universe	Hollywood Tv	30 min.	12	Holiday	NTA	30 min.	13																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
Science Fiction Theatre	Ziv Tv	30 min.	78	Holidays	Trans-Lux	varied	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
Top Secret	Flamingo	30 min.	26	Holiday U. S. A.	Geo. Bagnall	30 min.	13																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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Charlie Chaplin Comedies	Cinema-Vue	varied	52	Life in the USA	Trans-Lux	varied	25																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
Funzapoppin' Comedies	Geo. Bagnall	varied	755	The Travel Bug	Sportlite	15 min.	13																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
Little Rascals	Interstate Tv	10 & 20 min.	90	Vagabond	Official	30 min.	39																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
Movietime USA Short Subjects	C&C Tv	varied	1,000	World at Large	Trans-Lux	varied	48																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
Old Timer Comedies	Cinema-Vue	varied	300	<b>TRAVEL</b>																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
Race Night	Geo. Bagnall	9 min.	52	Scallawags	Geo. Bagnall	varied	64	Holiday	NTA	30 min.	13	Warner Short Subjects	Assoc. Artists	varied	1,400	Holidays	Trans-Lux	varied	11	<b>SITUATION COMEDY</b>								Amos 'n' Andy	CBS Tv Film	30 min.	78	Holiday U. S. A.	Geo. Bagnall	30 min.	13	Beulah	Flamingo	30 min.	78	Life in the USA	Trans-Lux	varied	25	Boss Lady	M&A Alexander	30 min.	13	The Travel Bug	Sportlite	15 min.	13	Duffy's Tavern	Guild	30 min.	39	Vagabond	Official	30 min.	39	Great Gildersleeve	NBC Tv Films	30 min.	39	World at Large	Trans-Lux	varied	48	Halls of Ivy	TPA	30 min.	39	<b>WESTERN</b>								His Honor, Homer Bell	NBC Tv Films	30 min.	39	I Married Joan	Interstate Tv	30 min.	98	Adventures of Champion	CBS Tv Film	30 min.	26	Life of Riley	NBC Tv Films	30 min.	143	Adventures of Kit Carson	MCA Tv	30 min.	104	Life With Elizabeth	Guild	30 min.	65	Annie Oakley	CBS Tv Film	30 min.	52	Life With Father	CBS Tv Film	30 min.	26	Brave Eagle	CBS Tv Film	30 min.	26	Mickey Rooney Show	ScreenCraft	30 min.	33	Buffalo Bill, Jr.	CBS Tv Film	30 min.	26	Molly (The Goldbergs)	Guild	30 min.	39	Cisco Kid	Ziv Tv	30 min.	180	My Hero	Official	30 min.	33	Cowboy G-Men	Flamingo	30 min.	39	My Little Margie	Official	30 min.	126	Frontier	NBC Tv Films	30 min.	30	So This Is Hollywood	Harriscope	30 min.	24	Frontier Doctor	Hollywood Tv	30 min.	39	Studs Place	Harry S. Goodman	30 min.	26	Gene Autry Show	CBS Tv Film	30 min.	91	Susie	TPA	30 min.	104	Gabby Hayes Show	Assoc. Artists	30 min.	52	The Trouble With Father	Official	30 min.	130	Wild Bill Hickock	Flamingo	30 min.	52	Willy	Official	30 min.	39	Hopalong Cassidy	NBC Tv Films	60 min.	51	<b>SPORTS</b>								Adventures in Sports	Sterling	15 min.	26	Hopalong Cassidy	NBC Tv Films	30 min.	52	All-Girl Wrestling	Harriscope	30 min.	26	Judge Roy Bean	ScreenCraft	30 min.	39	All American Wrestling	Kling Film	60 min.	26	Range Rider	CBS Tv Film	30 min.	78	All-Star Golf	Walter Schwimmer	60 min.	26	Sheriff of Cochise	NTA	30 min.	39	Big Playback	Screen Gems	15 min.	52	Steve Donovan West'n Marshal	NBC Tv Films	30 min.	39	Big 10 Football Hilites	Sportlite	30 min.	13	Stories of the Century	Hollywood Tv	30 min.	39	Bill Corum Sports Show	NTA	15 min.	26	Tales of the Texas Rangers	Screen Gems	30 min.	26	Bowling Time	Sterling	60 min.	26	<b>WOMEN'S</b>								Boxing from Rainbow	Kling Film	30 min.	26	Bud Wilkinson Show	Sportlite	15 min.	39	Adventures in Sewing	Lakeside	30 min.	13	Championship Bowling	Walter Schwimmer	60 min.	78	Bringing Up Baby	Trans-Lux	varied	16	Championship Wrestling from Hollywood	Cinema-Vue	60 min.	39	Creative Arts	Trans-Lux	varied	28	Double Play	Cavalcade Tv	15 min.	13	For the Ladies	Sterling	15 min.	90	Gadabout Gaddis	Sterling	15 min.	26	Here's How	Trans-Lux	varied	40	Indianapolis Highlights	Harriscope	30 min.	2	Home Management	Coronet	varied	13	Jalopy Races from Hollywood	Harriscope	30 min.	26	It's Fun to Reduce	Guild	15 min.	65	Let's Go Golfing	Sportlite	15 min.	13	Sewing Room	Geo. Bagnall	15 min.	13	Mad Whirl	NTA	30 min.	26	Tv Kitchen	Kling Film	30 min.	26	Main Event Wrestling	Harriscope	60 min.	52	<b>MISCELLANEOUS</b>								Main Event Wrestling	Harriscope	30 min.	26	Ringside With the Rasslers	Geo. Bagnall	60 min.	52	<b>Animal:</b>				Sam Snead Show	RCA Services	5 min.	39	Animal Package	Lakeside	varied	100	Sport Skills	Coronet	varied	13	<b>Comedy:</b>								Sports on Parade	Sterling	15 min.	75	Scene With a Star	Geo. Bagnall	15 min.	13	Time In for Sports	Sterling	30 min.	26	<b>Discussion:</b>								Tops for Training	Trans-Lux	varied	13	The Big Idea	RKO Tv	30 min.	39	Tv Baseball Hall of Fame	Flamingo	15 min.	78	<b>Dramatic Readings:</b>								Tv Football Hall of Fame	Flamingo	15 min.	26	James Mason Show	NTA	15 min.	26	<b>SYNDICATED LIBRARY</b>								Adventure Shows	Hollywood Tv	30 min.	85	<b>Hobby:</b>								Economee Tv	Ziv Tv	30 min.	800 approx.	Find a Hobby	NTA	15 min.	26	Pep Package	NTA	varied	1,400	<b>Holidays:</b>								Shorts Library	Sterling	varied	2,000 approx.	Jingle Dingles Christmas Party	Cinema-Vue	60 min.	1					The Little Match Girl	RCA Services	30 min.	1					<b>Serials:</b>												Serials	Assoc. Artists	15 min.	39					Serials	Screen Gems	varied	679					<b>Variety:</b>												Paul Killiam Show	Sterling	15 min.	26
Scallawags	Geo. Bagnall	varied	64	Holiday	NTA	30 min.	13																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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Great Gildersleeve	NBC Tv Films	30 min.	39	World at Large	Trans-Lux	varied	48																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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His Honor, Homer Bell	NBC Tv Films	30 min.	39	I Married Joan	Interstate Tv	30 min.	98	Adventures of Champion	CBS Tv Film	30 min.	26	Life of Riley	NBC Tv Films	30 min.	143	Adventures of Kit Carson	MCA Tv	30 min.	104	Life With Elizabeth	Guild	30 min.	65	Annie Oakley	CBS Tv Film	30 min.	52	Life With Father	CBS Tv Film	30 min.	26	Brave Eagle	CBS Tv Film	30 min.	26	Mickey Rooney Show	ScreenCraft	30 min.	33	Buffalo Bill, Jr.	CBS Tv Film	30 min.	26	Molly (The Goldbergs)	Guild	30 min.	39	Cisco Kid	Ziv Tv	30 min.	180	My Hero	Official	30 min.	33	Cowboy G-Men	Flamingo	30 min.	39	My Little Margie	Official	30 min.	126	Frontier	NBC Tv Films	30 min.	30	So This Is Hollywood	Harriscope	30 min.	24	Frontier Doctor	Hollywood Tv	30 min.	39	Studs Place	Harry S. Goodman	30 min.	26	Gene Autry Show	CBS Tv Film	30 min.	91	Susie	TPA	30 min.	104	Gabby Hayes Show	Assoc. Artists	30 min.	52	The Trouble With Father	Official	30 min.	130	Wild Bill Hickock	Flamingo	30 min.	52	Willy	Official	30 min.	39	Hopalong Cassidy	NBC Tv Films	60 min.	51	<b>SPORTS</b>								Adventures in Sports	Sterling	15 min.	26	Hopalong Cassidy	NBC Tv Films	30 min.	52	All-Girl Wrestling	Harriscope	30 min.	26	Judge Roy Bean	ScreenCraft	30 min.	39	All American Wrestling	Kling Film	60 min.	26	Range Rider	CBS Tv Film	30 min.	78	All-Star Golf	Walter Schwimmer	60 min.	26	Sheriff of Cochise	NTA	30 min.	39	Big Playback	Screen Gems	15 min.	52	Steve Donovan West'n Marshal	NBC Tv Films	30 min.	39	Big 10 Football Hilites	Sportlite	30 min.	13	Stories of the Century	Hollywood Tv	30 min.	39	Bill Corum Sports Show	NTA	15 min.	26	Tales of the Texas Rangers	Screen Gems	30 min.	26	Bowling Time	Sterling	60 min.	26	<b>WOMEN'S</b>								Boxing from Rainbow	Kling Film	30 min.	26	Bud Wilkinson Show	Sportlite	15 min.	39	Adventures in Sewing	Lakeside	30 min.	13	Championship Bowling	Walter Schwimmer	60 min.	78	Bringing Up Baby	Trans-Lux	varied	16	Championship Wrestling from Hollywood	Cinema-Vue	60 min.	39	Creative Arts	Trans-Lux	varied	28	Double Play	Cavalcade Tv	15 min.	13	For the Ladies	Sterling	15 min.	90	Gadabout Gaddis	Sterling	15 min.	26	Here's How	Trans-Lux	varied	40	Indianapolis Highlights	Harriscope	30 min.	2	Home Management	Coronet	varied	13	Jalopy Races from Hollywood	Harriscope	30 min.	26	It's Fun to Reduce	Guild	15 min.	65	Let's Go Golfing	Sportlite	15 min.	13	Sewing Room	Geo. Bagnall	15 min.	13	Mad Whirl	NTA	30 min.	26	Tv Kitchen	Kling Film	30 min.	26	Main Event Wrestling	Harriscope	60 min.	52	<b>MISCELLANEOUS</b>								Main Event Wrestling	Harriscope	30 min.	26	Ringside With the Rasslers	Geo. Bagnall	60 min.	52	<b>Animal:</b>				Sam Snead Show	RCA Services	5 min.	39	Animal Package	Lakeside	varied	100	Sport Skills	Coronet	varied	13	<b>Comedy:</b>								Sports on Parade	Sterling	15 min.	75	Scene With a Star	Geo. Bagnall	15 min.	13	Time In for Sports	Sterling	30 min.	26	<b>Discussion:</b>								Tops for Training	Trans-Lux	varied	13	The Big Idea	RKO Tv	30 min.	39	Tv Baseball Hall of Fame	Flamingo	15 min.	78	<b>Dramatic Readings:</b>								Tv Football Hall of Fame	Flamingo	15 min.	26	James Mason Show	NTA	15 min.	26	<b>SYNDICATED LIBRARY</b>								Adventure Shows	Hollywood Tv	30 min.	85	<b>Hobby:</b>								Economee Tv	Ziv Tv	30 min.	800 approx.	Find a Hobby	NTA	15 min.	26	Pep Package	NTA	varied	1,400	<b>Holidays:</b>								Shorts Library	Sterling	varied	2,000 approx.	Jingle Dingles Christmas Party	Cinema-Vue	60 min.	1					The Little Match Girl	RCA Services	30 min.	1					<b>Serials:</b>												Serials	Assoc. Artists	15 min.	39					Serials	Screen Gems	varied	679					<b>Variety:</b>												Paul Killiam Show	Sterling	15 min.	26																																																																																
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# DICTIONARY OF SYNONYMS FOR WSM-TV



## Top Ba-nan-a

No matter what yardstick you use . . . programming, public service, audience loyalty, sales ability . . . you'll find WSM-TV to be the number one station in the Nashville market.

For facts and figures, ask Irving Waugh or any Petry man.

Channel 4, Nashville, Tenn. • NBC-TV Affiliate • Clearly Nashville's #1 TV Station

IRVING WAUGH, Commercial Manager • EDWARD PETRY & CO., National Advertising Representatives

# WSM-TV

WSM-TV's sister station — Clear Channel 50,000-watt WSM Radio — is the only single medium that covers completely the rich Central South market.

# RADIO PROGRAM SERVICES

Packaging firms show care in preparing both programs and commercial aids with an eye on public taste and sponsor profit

**A**s NARTB conventioneers make their rounds in Chicago this week, they'll find the ground swell interest in radio has produced a strong tide of new programing services for 1957.

The variety of these services indicates no top-heavy trend in any single program type. But each reflects a feeling of having been custom-tailored to radio listeners' tastes. Strong merchandising possibilities are built into most of these new offerings. In addition, a number of straight commercial aids are being introduced along with enlargements of current selections.

World unwraps a radio sound effects game called "Sound-O." RCA Thesaurus, with its new *Lawrence Welk Show* already sponsored in about 100 markets, is this week promoting a new musical series starring Paul Whiteman. It also introduces a regular sports show.

Also tying into sports interest is Charles Michelson who has lined up 36 top baseball players in the major leagues to do commercials. Lang-Worth is demonstrating another commercial aid at the convention—jingles for the local merchant. Sesac is out

with a transcribed music library to fit specialized programing needs. It is broken down into packages by type of music, such as Polka, Hawaiian, etc.

World rights to the WRCA, New York, *Tex and Jinx* radio show have just been acquired by Harry S. Goodman and digest versions of it are being offered in two different packages for syndication. Goodman also is readying a news commentary program tentatively titled "Opinions Unlimited" designed for non-network stations that have no other access to such type programming.

Here are details on some of the new program services and commercial aids on tap at the Convention:

*World Broadcasting System*: "Sound-O" is a new all-day audience attraction for listeners and a solid merchandising base for advertisers. A promotion kit goes with this game that includes point-of-sale displays, stickers and cards for the listeners.

At specified intervals during the day, the station plays a "mystery sound" (a Stuka diving, a faucet dripping). Then some listener is contacted to guess the sound. If he identifies it

correctly, he receives a cash prize or merchandise from local sponsors. To aid the audience, there are printed cards picturing all the sounds in the "Sound-O" game. The package includes everything—recorded sounds, scripts, promotion, etc.

World also is demonstrating at the Convention new special-event shows, production aids, across-the-board features, and sales campaigns keyed to local level.

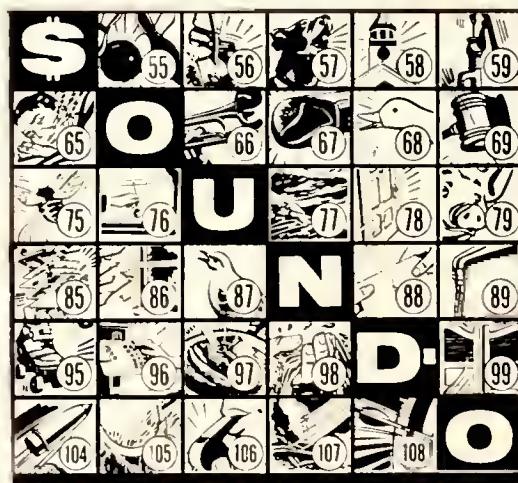
*RCA Thesaurus*: The "Champagne Music" of Lawrence Welk is the hottest package in this shop. Introduced only a few months ago, it has picked up a long list of sponsors already, the majority, of course, being Dodge and Plymouth dealers and dealer associations. (As its NARTB Convention door-prize, RCA Thesaurus is giving away a new Dodge.)

*I Remember When* is the brand new musical series introduced by RCA. It stars Paul Whiteman who reminisces about the great tunes and personalities of show business. This is a half-hour program, includes more than 150 recordings of America's pop music.

(Please turn to page 44)



**Tex and Jinx** McCrary become part of local radio programing as they sign contract with Harry S. Goodman Productions



"**Sound-O**" is the latest World Broadcasting System contribution programing and merchandising for the local radio station



**Lawrence Welk** in his new radio show for RCA Thesaurus is already getting a big play from prospective sponsors

# NEW!

FROM



★ **A FAMOUS PROPERTY !**

★ **THE FAMOUS STAR**  
*who fits the famous property!*

★ **DRAMATIC IMPACT**  
*that delivers a*

**BIG UPSWING  
IN RATINGS!**

SEE  
NEXT  
PAGE

ZIV'S THRILLING

NEW, ALL-NEW

- HIGH-TENSION THRILLS!

- EXPLOSIVE SUSPENSE!

- BREATH-TAKING ADVENTURE!



"The **NEW** Adventures of

# MARTIN KANE

Starring

## WILLIAM GARGAN

... to the viewing public he IS Martin Kane!

MARTIN KANE'S CREDO:

**"I WORK WITH THE POLICE  
- NOT AGAINST THEM!"**

Side by side with Scotland Yard, the French Surete, the police of all the Continent, this resourceful American Private Investigator pursues law-breakers all over the continent.

# MYSTERY-ADVENTURE SERIES...



**FLASH!**

## ALREADY BOUGHT BY

- ANHEUSER-BUSCH  
in 7 markets
- STROH'S BEER
- DREWRY'S BEER
- PROGRESS BEER
- HUMPTY DUMPTY  
Supermarkets
- FALSTAFF BEER

and stations:

- KERO-TV in Bakersfield
- WTVY in Dothan
- KTTV in Los Angeles
- KPHO-TV in Phoenix
- KOA-TV in Denver

FILMED **ON LOCATION**

IN COLORFUL FOREIGN COUNTRIES!

Double-cross in  
**AMSTERDAM!**



Suspense in  
**LONDON!**



Mystery in  
**PARIS!**



Danger in  
**MADRID!**



# EXHIBITORS AND COMPANY REPRESENTATIVES AT THE CONVENTION

*Cross-section of companies listed below are those of most interest to admen attending NARTB Convention. Information is latest available at presstime.*

## EQUIPMENT

### AMPEX CORPORATION

**Conrad Hilton, Room 602A**

Robert A. Miner, Phillip Gundy, Robert Paulson

(See *Advertisement Convention Special Section Page 19.*)

### GENERAL ELECTRIC CO.

**Conrad Hilton, Room 1400**

**Exhibition space: booth #26**

W. J. Morlock, P. L. Chamberlain, F. P. Barnes, C. G. Lloyd, M. E. Minich, John Wall, C. J. Simon, M. Alves, R. E. Baker, H. A. Strickland, Jr., W. R. Chapin, M. R. Duncan, S. J. Eby, A. F. Wild, J. H. Douglas, C. T. Haist, Jr., W. G. Broughton, L. F. Page, E. H. Platt, J. M. Comer, T. F. Bost, Jr., G. E. Webster, R. E. Lauterbach, H. W. Granberry, V. H. Russell, F. R. Walker, R. G. Stevenson

### RADIO CORP. OF AMERICA, COMMERCIAL ELECTRONIC PRODUCTS

**Conrad Hilton, Rooms 604A-605A-607A**

**Exhibition Space 17.**

A. L. Macarney, G. H. Brown, A. R. Hopkins, E. C. Tracy, J. P. Taylor, V. E. Trouant, M. A. Trainer, H. Duszak, D. Pratt, E.

N. Luddy, W. B. Varnum, W. H. Lowther, P. Greenneyer, E. T. Griffith, J. E. Hill, A. Miller, J. S. Ahmen, J. N. Barclay, P. Bergquist, M. Carpenter, C. Corey, W. Darwin, W. G. Eberhart, R. S. Ench, B. Fincher, K. Frank, E. Frost, C. Gardner, J. Gimbel, E. Gloystein, J. W. Hillegas, H. Hoff, A. Josephsen, J. Keachie, J. Landy, J. Myers, D. S. Newborg, R. J. Newman, J. L. Nickels, M. R. Norton, C. Ogle, J. F. Palmquist, A. Powers, J. A. Renhard, G. Restor, J. R. Simms, R. Smith, F. A. Timberlake, A. Timms, J. P. Ulasewicz, O. Wagner, J. M. Walters, P. G. Walters, W. Wenger, L. E. Anderson, T. J. Boerner, H. E. Gihring, A. Inglis, H. Kozanowski, A. H. Lind, J. H. Roe, C. J. Starner, F. E. Talmage, J. W. Wentworth, H. H. Wescott, J. E. Young.

(See *Advertisement page 78, 79.*)

## FILM

### ABC FILM SYNDICATION INC.

**Conrad Hilton, Suite 2316-19, Room 509**

Don L. Kearney, Robert Marcato, Lee Francis, Joe Greene, Robert Fisk, Howard Anderson, Bob Michle

### M & A ALEXANDER PRODUCTIONS

**Conrad Hilton, Rooms 515A-517A**

Arthur Alexander, Arnold Stern, Larry Stern

### ASSOCIATED ARTISTS PRODUCTIONS

**Conrad Hilton, Suite 507A**

Eliot Hyman, W. Robert Rich, Donald Klauber, Arthur Kalman, Ben Elrod, "Buck"

Long, Lester Tobias, Jay H. Smolin, Paul Kwartin, Norman Katz, Herbert Richek, Al Sussman, Herman Katz, Robert Morin, Robert Montgomery, John McCormick, Dave Hunt, Jean Smith, Marguerite Blaise, Len Hammer, Kirk Torney

(See *Advertisement Convention Special Section Pages 56, 57.*)

### BONDED TV FILM SERVICE, INC.

**Conrad Hilton, Suite 1104-05-06A**

Chester M. Ross, Wade Barnes, Emanuel Kandel

### CBS TV FILM SALES INC.

**Conrad Hilton, Suite 1900**

Leslie Harris, Fred J. Mahlstedt, Thomas W. Moore, Walter A. Scanlon, Jack Sebastian, Donald R. Goldsmith, Lee Stone, Bernie Johnston

### HARRY S. GOODMAN PRODUCTIONS

**Conrad Hilton, 556A-557A**

Harry S. Goodman, Everett Goodman

### GUILD FILMS CO., INC.

**Conrad Hilton, Rooms 528-30A**

Reuben R. Kaufman, John J. Cole, Arthur S. Gross, Robt. C. DeVinney, Lew Diekey, Irv Feld, Jerry Liddiard

### HOLLYWOOD TELEVISION SERVICE, INC.

**Conrad Hilton, Suite 2500-01-02A**

Earl R. Collins, Richard G. Yates, Sam Seplowin, Rex Allen

### INTERNATIONAL NEWS SERVICE—TELENEWS

**Conrad Hilton, Suite 600**

Robert H. Reid, Saul Reiss, Gene Roguski, Michael Griffin, Frank Koza, Pete Harris

### JAMIESON FILM CO.

(See *Advertisement page 54.*)

### MCA TV LTD.

**Conrad Hilton, Suite 1605**

David V. Sutton, Lou Friedland, Wynn Nathan, Ray Wild, Bob Greenberg, DeArv Barton, Ed Aaronoff

### MEDALLION TV ENTERPRISES, INC.

**Conrad Hilton, Room 521A**

John A. Ettlinger, Steve Brodie, Nate Zelikow, Mickey Zide, Roland Beaudry, Ben Barry, Howard Grafman

### MGM-TV

**Conrad Hilton, Room 534**

C. C. Barry, Richard Harper, Pete Jaeger, Maurie Gresham, Paul Mowrey, Jack Tilden, Charles Msup, Monroe Mendelsohn

(See *Advertisement Convention Special Section Page 21.*)

(Listing continues page 34)



Kenneth L. Carter



Herbert L. Krueger

## This Year's NARTB Convention Committee

Committee co-chairmen are Kenneth L. Carter, WAAM (TV), Baltimore; Herbert L. Krueger, WTAG, Worcester, Mass. Committee members are Campbell Arnoux, WTAR-TV, Norfolk, Va.; E. K. Hartenbower, KCMO, Kansas City, Mo.; Ward Ingram, KHJ, Los Angeles; Gaines Kelley, WFMY-TV, Greensboro, N. C.; Merrill Lindsay, WSOY, Decatur, Ill.; Ward L. Quaal, WGN-TV, Chicago; W. D. Rogers, Jr., KDUB-TV, Lubbock, Tex.; Harold P. See, KRON-TV, San Francisco; F. C. Sowell, WLAC, Nashville; Edward A. Wheeler, WEAW-TV, Evanston, Illinois

# ONLY ONE CAN DO THE JOB



**Hear ye! Hear ye! Hear ye!**

New survey data proves again that WNHC-TV, New Haven-Hartford, is the dominant station — by an overwhelming margin — in a

Sign on to sign off, seven days a week, WNHC-TV delivers average audiences 210% greater than top New York City station; 244% greater than Hartford; 174% greater than New Britain. Your KATZ man has the proof: ARB, Nov. 1956; PULSE, Oct. 1956; NIELSEN NCS #2, 1956.



**WNHC-TV**  
NEW HAVEN-HARTFORD, CONN.

Channel 8

ABC-TV • CBS-TV  
Represented by KATZ

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • WFIL-TV, Philadelphia, Pa. / WENY-TV, Binghamton, N. Y.

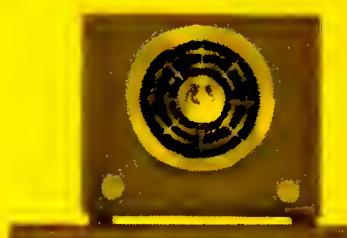
WHOP-TV, Harrisburg, Pa. / WENY-TV, Altoona, Pa. / WNHC-TV, New Haven-Hartford, Conn.

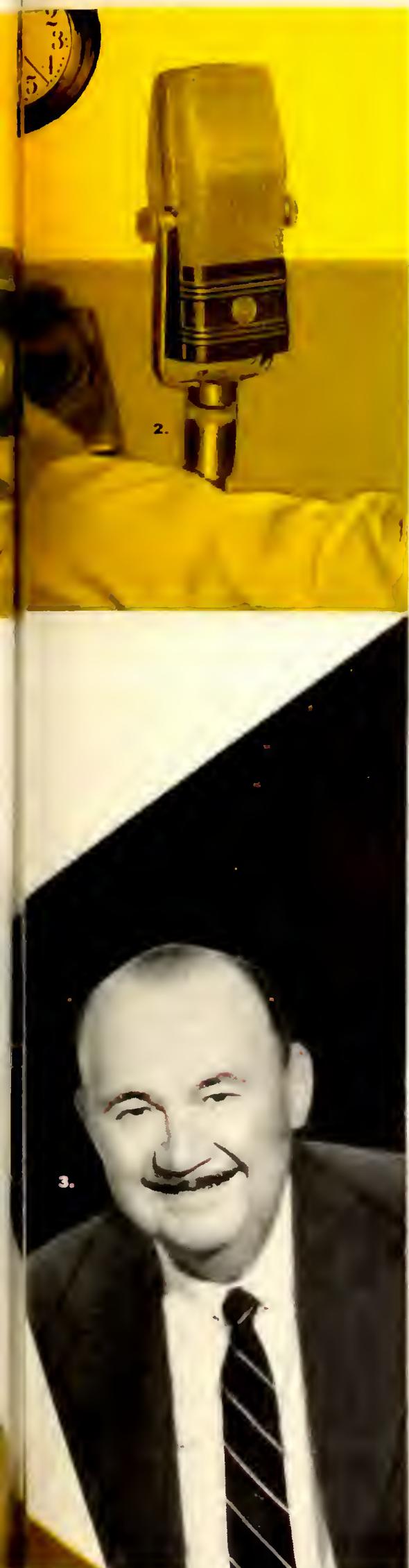
National Sales Office, 485 Lexington Avenue, New York 17, New York



5

**STAR  
FEATURES  
FOR  
SKY-HIGH  
PROFITS!**





## NEW FOR YOU FROM RCA THESAURUS

Read it in the stars—*bigger sales, bigger earnings* for your radio station in '57 with these 5 new additional features from RCA Thesauri!

### 1. THE NEW LAWRENCE WELK SHOW

More than 200 New Orthophonic High Fidelity selections by the nation's favorite TV band! Features "Champagne Lady" Alice Lon, accordionist Myron Floren, violinist Dick Kesner, other Welk headliners, plus the maestro himself as emcee. Special sales kit, audition discs, promotion material. Now enjoying coast-to-coast sponsorship, The New Lawrence Welk Show is a first-call seller.

### 2. QUICKIE TUNES

Now cataloged for easier handling—1100 Quickies—special, complete, short recordings, playing time 30 seconds to 2 minutes. "Quickies" mean more time for commercials—smoother programming.

### 3. I REMEMBER WHEN

Paul "Pops" Whiteman draws upon his extensive show business background for a memory-filled series of tuneful half-hours with his own entertaining anecdotes about the singers, composers and players who make America's music.

### 4. GREAT MOMENTS IN SPORTS

52 fully-recorded quarter hour human interest sports vignettes narrated by Bud Greenspan, and featuring the actual voices of sportsdom's most colorful figures—Babe Ruth, Lou Gehrig, Jesse Owens, Gene Tunney, Tony Galento, and others.

### 5. SALES BOOSTERS

A variety of intriguing recorded gimmick lead-ins that flag the listener's attention for your live commercials. Effective individually or as a campaign.

All this on top of a library of 5,000 selections, a weekly continuity series, audition discs and a steady stream of sales aids and ideas, plus the sensational "Shop at the Store with the Mike on the Door" plan that means *extra* income for RCA Thesaurus subscriber stations! Merchandising, promotion and programming . . . this is the *complete* transcription library service for you. Get on to it today. Contact the RCA Thesaurus sales representative at the office nearest you (see list below).



NARTB Conventioners:

You can win a '57 Dodge, other valuable door prizes! Register at the RCA Key Club, Suite 500.

RECORDED  
PROGRAM  
SERVICES



155 East 24th Street, New York 10, N. Y., Murray Hill 9-7200 / 445 N. Lake Shore Drive, Chicago 11, Ill., Whitehall 4-3530 / 134 Peachtree St., N. W., Atlanta 3, Ga., Jackson 4-7703 / 7901 Freeway #183, Dallas 35, Texas, Fleetwood 2-3911 / 1016 S. Sycamore Ave., Hollywood 38, Calif., Oldfield 4-1660.

THESAURUS

## EXHIBITORS AND COMPANIES *continued . . .*

### FILM *continued . . .*

#### NATIONAL TELEFILM ASSOCIATES INC.

**Conrod Hilton, Rooms 504-505-507**

Ely A. Landau, Oliver A. Unger, Harold Goldman, Edythe Rein, Edward Gray, E. Jonny Graff, Bernard Tabakin, Aaron Beckwith, Martin Roberts, Kermit Kahn, Harry Albus, Harvey Chertok, Don Swartz, Gerald Corwin, Nick Russo, Charles McNamee, Charles Britt, Gene Eubanks, Roy George, Leo Turtledove, Jerry Kurtz, Pete Rodgers, Allan Ash, Morgan Ryan, Seymour Kaplan, David Griesdorff

#### NBC TELEVISION FILMS, DIV. OF CALIFORNIA NATIONAL PRODUCTIONS, INC.

##### Sheraton Blackstone Hotel

Robert D. Levitt, H. Weller Keever, Daniel Curtis, Edward Montanus, Cliff Ogden, Arthur Perles, Norman Ginsburg, Leonard Warager, John Bechtel, William Breen, Robert Rodgers, Jack Tobin, Richard Baldwin, Hal Eaton, Robert Bersbaeh, James Strain

##### NEWSFILM

**Conrod Hilton, Suite 1900-01-02A**

Howard L. Kany

#### NTA FILM NETWORK INC.

**Conrod Hilton, Room 539**

Ely A. Landau, Oliver A. Unger, Harold Goldman, Edythe Rein, Raymond Nelson, William Koblenzer, Anthony Azzato, Frank Young, Martin Roberts

#### OFFICIAL FILMS INC.

**Conrod Hilton, Room 502A**

Herman Rush, Wells Bruen, Jack Garrison, Barney Maekall, Jeff Davis, Art Breecher, Jerry Lee, Bobby Conn

*(See Advertisement Convention Special Section Page 25.)*

#### RKO TELEVISION

**Conrod Hilton**

C. Robert Manby, Wm. Finkelday, Max Bradbard, Bill Gorman, R. T. Wittwer, Bob Galen, Alex Sherwood

#### WALTER SCHWIMMER CO.

**Conrod Hilton, Suite 553**

Walter Schwimmer, Bernard Crost, Arthur E. Pickens, Jr.

#### SCREENCRAFT PICTURES INC.

**Hotel Congress**

Ed Berkson, Peter M. Piech, Mike Mills, Bill Vidas, Jack Russell, Tom Carradine

#### SCREEN GEMS INC.

**Conrod Hilton, Suite 512A-513A**

Frank Browne, Ben Colman, Phil Cowan, Stanley Dudelson, Richard Dinsmore, Jerry Hyams, Henry Gillespie, Robert Seidelman, Henry S. White

#### STERLING TELEVISION CO. INC.

**Conrod Hilton, Room 509A**

Saul J. Turell, Bernice Coe, Elliott Abrams

#### TELEVISION PROGRAMS OF AMERICA INC.

**Conrod Hilton, Rooms 532A-533A-534A**

Milton A. Gordon, Michael M. Sillerman, Bruce Eels, William Fineshriber, Jr., Jurt

Blumberg, Walt Plant, Pat O'Brian, Stanley Levy, Jerry Franken

*(See Advertisement Regular Issue page 16)*

#### TRANS-LUX TELEVISION CORP.

**Conrod Hilton, Rooms 639A-640A**

Richard Carlton, Leo Brody, Al Naroff, Bert Roth

#### UNITED PRESS MOVIETONE

**Conrod Hilton, Suite 2422A-2423A, Room 546A-548A; Ambossodor East**

LeRoy Keller, William C. Payette, C. Edmonds Allen, William R. Higginbotham, Bert Masterson, Francis T. Leary, Edward L. Brant, Jesse Bogue, Richard L. Dugan, Rhea Eskew, James M. Flinchum, Henry E. Minard, James J. Smith

#### ZIV TELEVISION PROGRAMS INC.

**Conrod Hilton, Rooms 556-557-560**

Frederic Ziv, John Sinn, Bud Riskin, Al Unger, Edward Broman, Pierre Weis, Stan Florsheim

*(See Advertisement Convention Special Section Pages 27, 28, 29.)*

### NETWORKS:

#### AMERICAN BROADCASTING CO.

**Conrod Hilton, Suite 2306**

Leonard H. Goldenson, Robert H. Hinckley, Earl J. Hudson, John H. Mitchell, James G. Riddell, Michael J. Foster, Frank Marx, William Trevarthen, John Preston, Theodore B. Grenier, Harry N. Jacobs, Charles Kocher, William P. Kusack, J. Edward Hamilton

##### Television:

Oliver Treyz, James T. Aubrey, Sterling Quinlan, John Pival, Robert Stone, Alfred R. Beckman, Ralph Hatcher, Malcolm B. Laing, Robt. L. Coe, Joseph Merkle, Robt. Curran, Donald S. Shaw, Jr., James W. Beach, Harold Wettersten

##### Radio:

Stewart Barthelmes, Edward J. DeGray, Earl Mullin, Frank Atkinson, Briggs Baugh, Peter Wade, George Sax, Ernest Walker, William Aronson

*(See Advertisement Convention Special Section Pages 36, 37, 38, 39.)*

#### COLUMBIA BROADCASTING SYSTEM, INC.

##### Television:

**Conrod Hilton, Suite 2305A-06-11A**

Merle S. Jones, Herbert V. Akerberg, William Hylan, Leslie Atlass, Richard Salant, Craig Lawrence, Edward P. Shurick, Bob Wood, Dave Williams, Edward Seovill, Bert Lown, Robert Jamieson, Sam Digges, Edmund C. Bunker, Clark George, Jack Schneider

##### Radio:

**Conrod Hilton, Suite 1806**

Arthur Hull Hayes, James Seward, H. Leslie Atlass, Howard Barnes, Jules Dundes, Louis Hausman, John Karol, William A. Schudt, Jr., William J. Brennan, Jr., Edward E. Hall, Carroll Hansen, Gordon Hayes, Jack Martin, Thomas Peterson, Murry Salberg, Eric H. Salline, Charles S. Steinberg, Thomas Y. Gorman, Robt. Hyland, Fred

Ruegg, Ernie Shomo, Henry Untermeyer, Carl Ward

*(See Advertisements Convention Special Section Pages 12, 13, 16, 17, 42, 43, 52, 53.)*

#### KEYSTONE BROADCASTING SYSTEM INC.

**Conrod Hilton, Suite 804-805-806**

Sidney J. Wolf, E. R. Peterson, Sr., Arthur Wolf, Joseph Bayer, Blanche Stein, E. Richard Peterson, Jr., William Wolf, Jane C. McFadgen, Anita Larie

#### MUTUAL BROADCASTING SYSTEM

**Conrod Hilton, Suite 1604A**

John B. Poor, Robt. W. Carpenter, Wendell B. Campbell, Ole Moreby, Robt. F. Hurliegh, Charles King, Thomas Duggan

#### NATIONAL BROADCASTING CO., INC.

**Sheraton Blackstone Hotel, Suite 509**

Robert W. Sarnoff, Joseph Heffernan, J. M. Clifford, Robert E. Kintner, Emanuel Sacks, Donald Durgin, Jerry Vernon, Stephen Flynn, Kenneth W. Bilby, Sydney H. Eiges, C. K. Sullivan, David Adams, Frank Russell, Hugh M. Beville, Thomas Ervin, Joseph McDonald, Charles R. Denny, Mathew J. Culligan, Jerry A. Danzig, Wm. K. McDaniel, George Graham, Charles H. Colledge, Wm. S. Hedges, S. Hildreth, R. Edmondson, J. Rogers, J. Burrell, A. L. Hammerschmidt, R. F. Guy, G. M. Mixon, J. R. Kennedy, W. S. Duttera, C. A. Rackey, Charles Bevis, Wm. Davidson, Joseph Goodfellow, Thomas McCray, George Fuerst, Carleton D. Smith, Lloyd Yoder, Peter Kenney, Arthur Hamilton, Richard Close, Thomas McFadden, Donald Bishop, Harry Bannister, Donald J. Mercer, Shelton B. Hickox, Jr., Robert F. Aaron, C. A. Bengtson, Joseph Berhalter, Paul Hancock, Wm. M. Kelley, Ogden Knapp, E. B. Lyford, Hamish McIntosh, Raymond T. O'Connell, Paul Rittenhouse

*(See Advertisement Convention Special Section Pages 46, 47, 58, inside back cover)*

### PROMOTION BUREAUS

#### RADIO ADVERTISING BUREAU INC.

**Droke Hotel, Williford Suite**

Kevin B. Sweeney, John F. Hardesty, Sheril Taylor

#### TELEVISION BUREAU OF ADVERTISING

**Conrod Hilton**

Norman Cash, George Huntington

### RESEARCH

#### AMERICAN RESEARCH BUREAU, INC.

**Conrod Hilton, Rooms 630A-631A**

James W. Seiler, Roger N. Cooper, Jack L. Gross, William N. Shafer

#### A. C. NIELSEN CO.

**Conrod Hilton, Suite 1000**

George E. Blechta, Joseph R. Matthews, William R. Wyatt, David A. Traylor, Edward

*(Listing continues page 40)*



## C A R E

Meticulous attention to detail...essential  
in our field, too.

That's why when we submit availabilities,  
ratings, market data we strive for  
thoroughness as well as accuracy.

Reputations are built on care. We value ours.

**A V E R Y - K N O D E L**  
INCORPORATED

# Take a pencil and

In each market only one show can rank first, second\*, or third. 18 times 3 equals 54 possible chances to win, place or show.

\*Except in Chicago, where a Net. B show ties a Net. C show.

ABC-TV wins places or shows 20 times  
Net B-19 times Net C-15 times

Give 3 points to the top show in each market, 2 points to the second show, 1 point to the third show.

ABC-TV: 2 firsts 7 seconds 5 thirds - 43 points  
Net B: 3 firsts 6 seconds 10 thirds - 31 points  
Net C: 7 firsts 6 seconds 2 thirds - 35 points  
ABC-TV wins

Try this! Give first place 3 points. Second place 3 points! and third place 3 points!

ABC-TV: 8 firsts 7 seconds 5 thirds - 60 points  
Net B: 3 firsts 6 seconds 10 thirds - 57 points  
Net C: 7 firsts 6 seconds 2 thirds - 45 points  
ABC-TV still wins

Compare ABC-TV with Nets. B and C in terms of the top five shows

ABC-TV      Net.B:      Net.C:  
2 firsts      3 firsts      7 firsts  
7 seconds      6 seconds      6 seconds  
5 thirds      10 thirds      2 thirds  
4 fourths      11 fourths      3 fourths  
5 fifths      10 fifths      4 fifths  
29 wins      (40 wins)      22 wins  
you can't win em all

# PLAY RATE-O

Rate-O (sounds like Plato) is the exciting TV rating game that's sweeping the industry. Any number can play. If you can add, multiply and divide, you're ready for Rate-O. Throw Rate-O parties. Start Rate-O clubs. It's fun. It's educational. It's the best way to find out exactly how ABC-TV rates in the eighteen ARB February-rated 3- or 4-channel markets where all networks have equal or comparable facilities. So, don't just stand there . . . sit down and play Rate-O!

## READ THESE SIMPLE RULES:

- 1 Players must use the latest (Feb.) ARB Reports. If your figures indicate that ABC-TV's top program ratings on its affiliates beat the other networks' (see examples at left), you win. If they don't, start over.
- 2 Base all arithmetic on these facts: In 8 of the 18 markets, an ABC-TV show has the highest rating. In 7 of them, an ABC-TV show has the second-highest rating. In five of them, an ABC-TV show has the third-highest rating. (Networks B and C don't do so well.)
- 3 Remember: these 18 markets comprise one-third of the nation—11,672,000 TV Homes. (*Very little Rate-O is played in these markets. People are too busy watching ABC-TV.*)

**PLAY FUTURE RATE-O!** This involves higher mathematics and is based on what's going to happen when ABC-TV's fabulous new fall line-up hits these (and many new) markets. Frank Sinatra, Pat Boone, Mike Wallace, Walt Disney's Zorro, The Real McCoys, Guy Mitchell and The Californians are all top properties. And they are only part of ABC-TV's fall line-up. Will ABC-TV have a superb year? It figures!



who turned



# Up the volume?

R. J. Reynolds helped. So did Dow Chemical, Norwich Pharmacal and Park and Tilford. Plus the eight other big-time advertisers who helped boost ABC Radio's new business volume to over 5 million dollars — just since January.

But that's not all. ABC Radio renewal business since January adds up to a tidy 3½ million dollars more. Back for second (and third) helpings are General Foods, Sterling Drug, Charles Pfizer and a dozen other blue chips. Total volume, old and new: 8½ million and more to come.

No doubt at all about the reception advertisers are giving this lively medium. ABC Radio is coming in loud and clear!



## EXHIBITORS AND COMPANIES *continued . . .*

### RESEARCH *continued . . .*

F. Evans, Bernard T. Wilson, Elliott H. Johnson, H. Wynn Bussmann

### THE PULSE, INC.

**Conrad Hilton, Suite 1919**

Dr. Sydney Roslow, Mrs. Irma Roslow, David Klein, Laurence Roslow, George Sternberg, Robert Collins

### STATION BROKERS

#### BLACKBURN & CO.

**Conrad Hilton, 2118-19-20A**

James W. Blackburn, Clifford B. Marshall, Jack V. Harvey, Stanley Whitaker

#### HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

**Conrad Hilton, 2218A**

Wm. T. Stubblefield, Ray V. Hamilton, Jack L. Barton, Dewitt Landis, W. R. Twining

#### ALLEN KANDER & CO.

**Conrad Hilton, Suite 1018**

Walter Grimes, Edwin Tornberg, Richard Shaheen, Tim O'Conner

#### KIDDER, PEABODY AND CO.

Robert E. Grant

#### HOWARD E. STARK

**Conrad Hilton**

Howard E. Stark

### STATION REPRESENTATIVES

#### AVERY-KNODEL

**Sheraton Blackstone Hotel**

Lewis H. Avery, J. W. Knodel, John J. Torney, Arthur H. Sherin, Phillip Schloeder, John W. Owen, Roger O'Sullivan, Raymond M. Neihengen, Herbert C. Jackson, Marvin W. Harms, Robert W. Alexander, Frederick Kalthoff

(See *Advertisement Convention Special Section Page 35.*)

#### JOHN BLAIR & CO.

**Conrad Hilton, Suite 1600-01-02A**

John Blair, Robert E. Eastman, Charles D. Fritz, Blake Blair, Paul Ray, Clifford Barborka, Robert Walton, George Rapp, James Simons, Stuart Cochran

(See *advertisement pages 52, 53.*)

#### BLAIR TELEVISION ASSOCIATES INC.

**Conrad Hilton 1600-01-02A**

Richard L. Foote, Arthur S. Stringer, Robt. Cronin, Frank Rolfe

#### BLAIR-TV

**Conrad Hilton, Suite 1600**

William Weldon, Frank Moreland, Richard Quigley, Jack Davis, Harry Smart, Don Saraceno, Dick Colburn, Skip Hinman

(See *advertisement pages 52, 53.*)

#### THE BOLLING CO. INC.

**Conrad Hilton, Suite 1100**

George W. Bolling, G. Richard Swift, Morton A. Barrett, George W. Bolling, III, John D. Stebbins, Robert H. Bolling, Jr., Al Oberhofer, Robert Hardenbergh

#### BRANHAM COMPANY

**Conrad Hilton, Suite 700**

L. S. Greenberg, D. D. Brewer, J. F. Timlin, Jim McManus, Taylor Eldon, George Hardinge, Fred Weber, Tom Whitson, Peter Childs, John Murphy, Robert Maggiore, Tom Campbell, Fred Johnson

#### BURKE-STUART

**Conrad Hilton**

Ted Oberfelder

#### BURN-SMITH CO.

C. Stanley Bailey, John Toothill

#### CBS RADIO SPOT SALES

**Conrad Hilton, Suite 1806**

Gordon Hayes, Tom Peterson

(See *Advertisement Convention Special Section Pages 16, 17.*)

#### CBS TV SPOT SALES

**Sheraton Blackstone, 1108-1109**

Craig Lawrence, Jack Schneider, Bruce Bryant, Ben Margolis, Arthur Elliot

(See *Advertisement Convention Special Section Pages 52, 53.*)

#### HENRY I. CHRISTAL CO.

**Conrad Hilton, Suite 2105-06**

Henry I. Christal, Irvin Gross, A. J. Young, Jr., James L. Thompson, Richard Woodies, Joseph R. Spadea, Richard E. Green, Merrill L. Carroll, Richard E. Charlton, Arthur W. Scott, Jr.

#### EVERETT-MCKINNEY

**Conrad Hilton Hotel**

Max M. Everett, Powell H. Ensign

#### FORJOE AND CO., INC.

**Conrad Hilton, Suite 1118-19-20A**

Joseph Bloom, Lawrence Krasner, Fred Bernstein, Thomas Cinquina, Kenneth Goldblatt

#### GILL-PERNA INC.

**Conrad Hilton, Suite 1304-1305-1306**

Helen Gill, John J. Perna, Jr., Walt Beadell, Irv Unger

(See *Advertisement Convention Special Section Page 44.*)

#### HARRINGTON, RIGHTER & PARSONS, INC.

**Conrad Hilton, Suite 800-01-02A**

John E. Harrington, Jr., Volney Righter, James O. Parsons, Carroll Layman, Frank Dougherty, Robt. L. Gilbertson, William Yonan, Briggs Palmer, Wm. L. Snyder

#### THE HEADLEY-REED CO.

**Sheraton Blackstone**

Sterling B. Beeson, John H. Wrath, Jack Hardingham, Fred Adair, Clark Barnes, E. W. Sweatman, Gino Cioe, Bill Shaw, Don Hamel, John Buzby, Earl Gallagher

#### JOSEPH HERSEY McGILLYRA, INC.

**Conrad Hilton**

Jos. H. McGillyra, E. J. Devney, Robt. B. Pierce

#### GEORGE P. HOLLINGBERY CO.

**Conrad Hilton, Suite 2200-01-02A**

George P. Hollingbery, Edward Spencer, Jr., Fred Hague, Harry Wise, Frank McCarthy, Warren Nelson, Roy Edwards, Dick Hunter, George Lindman

### H-R REPRESENTATIVES,

#### H-R TELEVISION

**Hotel Morrison, Entire 23rd Floor**

Frank M. Headley, Frank E. Pellegrin, Paul R. Weeks, Miss Avery Gibson, Dwight S. Reed, Arthur D. Kelley, Grant M. Smith, French L. Eason, Rex Lathen, Stewart Lewis, Bernard Slavin

#### NBC SPOT SALES

**Ambassador East Hotel**

Thomas B. McFadden, Richard Close, Don Bishop, Wm. Davidson, Arthur Hamilton, Charles Bevis, Jr., Thomas McCray, George Furst, Lloyd Yoder, Peter Kenney, Carleton Smith

(See *Advertisement Convention Special Section Pages 58, Inside Back Cover.*)

#### JOHN E. PEARSON

**Congress Hotel**

John E. Pearson, Russel Walker, Bud Stitt, Jim Bowden, Frank Reed, Frank Frost, Wally Ranck

(See *Advertisement Inside Front Cover.*)

#### THE KATZ AGENCY INC.

**Conrad Hilton, Suite 2000**

NY Office: Eugene Katz, Edward Codel, M. S. Kellner, Scott Eddy, Scott Donahue, Walter Nilson. Chicago Office: Gerald H. Gunst, Roy Miller, William Joyce & entire sales staff. Detroit Office: Arthur J. Underwood. Dallas Office: David Rutledge. SF Office: Stanley Reulman

#### THE MEEKER CO. INC.

**Conrad Hilton, Suite 1500**

Robert D. C. Meeker, Louis J. F. Moore, Edgar B. Filion, Carl F. Jewett, Vic Piano, Charles Standard, David A. Grimm, Paul T. Murray, Norman Cissna, Lois Thompson, Donald Pontius

#### PETERS, GRIFFIN, WOODWARD, INC.

**Blackstone, Suite 504**

Il. Preston Peters, Lloyd Griffin, Russel Woodward, Jack Thompson, Otis P. Williams, John A. Cary, Arthur Bagge, William Tynan

#### EDWARD PETRY AND CO. INC.

**Conrad Hilton, Suite 1700-1**

Edward Petry, Edward E. Voynow, Thomas E. Knob, William Maillefert, Charles Phillips, Martin L. Nierman, John Ashenhurst, William Cartwright

#### RADIO TV REPRESENTATIVES INC.

**Conrad Hilton, Room 563A**

Peggy Stone, Edward Nickey, William Starrett, Harry S. Goodman

#### WILLIAM G. RAMBEAU CO. INC.

**Conrad Hilton, Suite 900-01-02A**

Win. G. Rambeau, M. Rambeau, M. Rudd, G. Olsen

#### SELECT STATION REPRESENTATIVES

**Conrad Hilton**

Zang Golobe

#### SIMMONS ASSOCIATES

**Congress Hotel**

David N. Simmons, Gale Blocki, Jr.

#### STARS NATIONAL INC.

**Conrad Hilton**

Bernard Howard, Alan Bress

**VENARD, RINTOUL & McCONNELL,  
INC.**

**Conrad Hilton, Suite 2100**

Lloyd George Venard, Stephen R. Rintoul,  
James V. McConnell, Howard B. Meyers

**THE WALKER REPRESENTATION CO.  
INC.**

**Sheraton**

J. Wythe Walker, C. Otis Rawalt, Norbert  
Cavanagh

**WEED RADIO AND TV**

**Congress Hotel, Congressional Suite,  
Room 900**

Joseph Weed, E. J. Fitzimmons, Bates  
Halsey, David O'Shea, Bud Pearse, Don  
Staley, C. C. Weed

**ADAM YOUNG INC.—**

**YOUNG TELEVISION CORP.**

**Conrad Hilton**

Adam J. Young, Jr., Stephen A. Machinski,  
Jr., William J. Reilly, James F. O'Grady, Jr.

**VARIED SERVICES**

**ASCAP**

**Conrad Hilton**

Jules Collins, Samuel Feldman, Lou Weber  
(See *Advertisement Convention Special  
Section Page 15*.)

**THE ASSOCIATED PRESS**

**Blackstone, Green-West Room**

Oliver S. Gramling, Louis J. Kramp, Robert  
Cavagnaro

**BROADCAST MUSIC INC.**

**Conrad Hilton, Third Floor Foyer &  
Room 553A**

Represented at the Convention by officials of  
the company

(See *Advertisement pages 6, 7*.)

**COMMUNITY CLUB SERVICES, INC.**

**Conrad Hilton, Suite 818-19-20A**

Joseph B. Matthews, William M. Carpenter,  
Vic Diehm, John C. Gilmore, W. M. Car-  
penter, Rod McArdle, Nancy Fentress

**LANG-WORTH FEATURE PROGRAMS,  
INC.**

**Conrad Hilton, Rooms 536-37A**

C. O. Langlois, Sr., C. O. Langlois, Jr., Winnie  
O'Keefe, John D. Langlois, Hugh S. Allen,  
Jr., Robt. Hall, Bob Boehmer, Ed Gar-  
diner, Charles Hess, Spence Caldwell

**MAGNE-TRONICS INC.**

**Conrad Hilton, Room 612**

Joseph F. Hards, Roger L. Thaxter

**MUZAK CORP.**

**Conrad Hilton, Suite 704-5-6**

Charles C. Cowley, Emil F. Hembrooke,  
Edward Hochhauser, Jr.

**NATIONAL MUSITIME CORP.**

**Conrad Hilton, Suite 535A**

Jerome K. Levy

**RCA RECORDED PROGRAM SERVICES**

**Conrad Hilton, Suite 500-501-502**

**Exhibition Space 13—Suite 500**

Howard L. Letts, Emmett B. Dunn, John V.  
Burgess, Jr., A. B. Sambrook, William F.  
Reilly, Edward H. Kelly, Donald D. Axt,  
Ben Selvin, Milton Kaye, Alfred E. Hindle,  
James L. Head, William C. Leonard, George  
Field, Malcolm Kipp, Wallace Cochran, Gus  
Hagenah, Jack Nadeau, John J. Alves,  
Hugh Granel, William Gartland.

(See *Advertisement Convention Special  
Section Pages 32, 33*.)

**SESAC INC.**

**Conrad Hilton, Suite 524A-526A**

Alice Heinecke, Evarard S. Prager, Robert  
Stone, Jim Myers, Sidney Guber, Harold  
Fitzgerald, Glenn Ramsey, David R. Milsen

**SPONSOR**

**Conrad Hilton, Suite 904**

Norman R. Glenn, Bernard Platt, Arnold A.  
Alpert, Elaine C. Glenn, Charles Godwin,  
Miles David, Ed Cooper, Herb Martin, Bob  
Lumpp

**STANDARD RADIO TRANSCRIPTION  
SERVICES INC.**

**Conrad Hilton, Room 539A**

M. M. Blink, Olga Blohm, Charles Michelson

**WORLD BROADCASTING SYSTEM INC.**

**Conrad Hilton, Rooms 512-513**

Robert W. Friedheim, Richard Lawrence,  
James Weathers, Ken Joseph, Herb Gross,  
James Ricks, Charles Kennedy

**KEVIN SWEENEY**

(Continued from page 7)

home and over 56% of automobile  
radio families are doing some listening  
in their automobiles during the  
week at night. But while the mass audience  
is inviting, the opportunities to  
reach the large specialized groups, the  
working women with about one-third  
of all female buying power, as an example,  
are brighter than at any time  
of the day—and brighter through radio  
than through any other medium.

Now, program sales are still a different matter. From 1925-45 we over-emphasized programs as the way to buy radio. In the process we shortchanged ourselves and unhappily we shortchanged the advertiser.

Now with the emphasis strictly on  
announcements in our selling, we are  
back to shortchanging again for  
programs can do many tasks which  
announcement schedules, however strong,  
cannot.

Personally, I believe it a mistake to  
again allow the advertiser to program  
any station or network. But we must

make some of our programs available  
to him for exclusive sponsorship when  
programs are the correct device for  
his use.

To take a single example: When the  
advertiser has a product that appeals  
to a limited group and wishes to zero  
in his campaign on that group and  
reach the same group over and over  
again programs represent a far better  
approach than announcements. The  
problem is to match the profile of the  
advertiser's prospect with the profile  
of the program's listeners. That requires  
increasing knowledge of both  
the advertiser's business and our own.

Of all the "three-l's" that we hope  
to have bubbling out of the 1967 radio  
salesman, *Intelligence in sizing up the  
advertiser's problem* is the most important.  
It may be the slowest for us  
to arrive at because so few of us like  
to dig for answers.

At RAB we are trying to build this  
kind of a sales organization. There  
are now 15 of us who are calling on  
advertisers direct and with each of  
this team the first directive is the  
same: Find out what the advertiser's

target is. Radio's sharply increased  
volume from cigarette, food, airline  
and other accounts stems from many  
tortuous hours trying to find out what  
income bracket, which sex, what occupa-  
tional group is the major marketing  
target for the advertiser and then  
how do we reach that group.

For airlines, as an example, RAB  
has been able to pinpoint the different  
markets (and ways to reach those markets)  
for both standard-fare and coach  
flights, then to focus down on the best  
cities for testing via exhaustive analyses  
of other media's capabilities in  
those areas.

That's what all radio has to do long-  
term to utilize radio's twin capabilities—  
as a medium to reach more different  
persons cheaper than you can  
reach them in any other way and to  
pinpoint just the group you want without  
paying for all the others.

This more scientific use of radio for  
whichever job it can do best should  
sweep away any short-term or long-  
term problems we have before many  
more convention issues of SPONSOR are  
published.

# 1949

IN 1949 the Number One Nielsen-rated half-hour network radio program reached 7.8 MILLION different families with 23.6 MILLION minutes of commercial messages. Today you can do better—for less money.

IMF

*Just Like The Good Old Days—Only BETTER!*

# 1957

In 1957, the new CBS Radio IMPACT plan reaches over 8 MILLION different families with more than 25.5 MILLION minutes of commercial message—at 65 percent lower cost per thousand commercial minutes.

# IMPACT

on the CBS Radio Network



# GP

Cordially  
invites you to  
open house  
at our  
Hospitality  
Suite  
Room 1304-5-6  
at the  
Conrad Hilton

## GILL-PERNA

National representatives for  
radio and tv stations

- New York
- Chicago
- Boston
- Los Angeles
- San Francisco

# GP

## PROGRAM SERVICES

(Continued from page 26)

RCA's contribution to sports programming is the new *Great Moments In Sports*, a series of 52 fully recorded open-end 15-minute shows. Bud Green span is the narrator, and heard in these broadcasts are the voices of the men and women who lived these great sports moments.

In the commercial aid field, the firm is introducing a line of "Sales Boosters" to go with saturation campaigns. Six of these commercial tie-ins are ready to go, more are in production. For commercial announcements as well as for well-timed closings in programming, a new catalog of over 1,100 "Quickie" tunes is now ready. These tunes of two-minutes or less duration are by such artists as Welk, Ralph Flanagan, George Melachrino, Hank Snow and Golden Gate Quartet. The new catalog is designed so that the subscriber simply flips the pages, selects the disc, pulls it out and spins it.

*Lang-Worth Feature Programs, Inc.:* More new jingles for the local merchants have been added to this firm's commercial aid line of "Radio Hucksters" and built into a new line called "Airlifts."

*Harry S. Goodman:* The hour-long *Tex and Jinx* shows of WRCA are being edited down to capsule interviews featuring only their most celebrated guests. These are being offered in strips of six 10-minute shows or three 15-minute shows a week.

"Opinions Unlimited" is the tentative title for Goodman's taped quarter-hour news commentary program. H. R. Baukhage, H. V. Kaltenborn and John McVaine will each spend about three minutes discussing recent news-breaks, and the tapes can be run anytime within a week and still be up-to-date. The frequency is tentatively set at one a week.

The one-time popular *Court of Human Relations* conducted by A. L. Alexander has been revived in a new format by Goodman.

*Charles Michelson:* Sponsors can call the pitch here because Michelson offers one-minute custom-built commercials featuring any one of 86 top players representing every club in the National and American leagues.

On the programming side, the firm is completing the last of its new series for *The Clock and Famous Jury Trials*, its blocks of half-hour mystery shows. ▀

## TV CODE

(Continued from page 14)

question last year. The interpretation noted that while pitch programs are getting shorter (a number of three-, four- and five-minute pitch programs were monitored by the board), "sponsored programs of this sort, whatever their length . . . violate not only the time standards established in the Code but the broad philosophy of improvement implicit in the voluntary Code operation. The board requests that such programs be removed from the air as soon as contractual arrangements permit."

Code monitors found that 14 of the 41 stations carried 101 program-length commercials. Three of these 14 accounted for more than half (57) of the pitch shows. As a result of the monitoring and the board's stiff policy on pitch programs, eight of the 14 no longer accept such advertising. Discussions with the other six are currently underway. (In actual practice, the board is concentrating on pitches of 4½ minutes or more.)

► *Summary:* The board found that violators of the Code were generally confined to a few stations. That is, those which flouted the Code on pitch programs were usually violators with respect to length of announcements and multiple spotting.

The three areas above are not the only concern of the board's monitors. For example, board staff people spoke to two of the stations monitored about the running of beer commercials immediately adjacent to children's programming. Three stations were approached about carrying schedules of personal product advertising contrary to an interpretation of the board. Under the interpretation the board does not consider products to treat hemorrhoids or used in connection with feminine hygiene acceptable.

Theoretically, the aim of the board is to sign up every commercial tv station in the country. But the board's success does not blind it to the fact that this is not likely, at least, not in the foreseeable future. The board recognizes that some stations are unable for economic reasons to abide by the Code. This is particularly true of stations in small markets which find it hard to snare national or large regional accounts and must depend on local advertising. Since the bulk of local business is in announcements or participations and since stations cannot

add pages like a newspaper or magazine, many video outlets say they have to schedule more advertising than is allowed by the Code.

The board accepts this among the facts of tv life. It certainly would not sit in judgment and take the position that such a station should not broadcast, thus depriving consumers of tv service. Nor will it publicly chastise a station for such conduct. As for a Code member boxed in by such economic conditions, the board is content to accept its resignation quietly and hope conditions will improve enough to enable the station to come back in at some later date.

In answer to criticism of the Code's lack of enforcement machinery, the board points out that it is not a censor. It does not preview or clear tv programming or advertising. The Code is regarded as a set of voluntary guideposts, no more. The board's "enforcement" is conducted solely by limiting membership to conforming stations.

"It is important to point out," a board spokesman told SPONSOR, "that membership in the code is restricted solely because some stations cannot abide by the *commercial* provisions. We know of no station which does not concur with and observe substantially the program standards."

The question of program standards is particularly pertinent these days because of the great additional load of movie material appearing on tv screens.

At the time most of these features were made there was no idea they would appear on tv. However, having been made by an industry with the same problems of being on good terms with a mass audience as tv, they were turned out under the limitations of the Motion Picture Production Code.

While there is no criticism of the movie code as such, the Tv Code Board does not consider the movie code's stamp of approval as sufficient, though the latter was stricter in practice than it is now. Evidence that the Tv Code is more stringent than the movie code is provided by station scissoring of many movie scenes found objectionable. It is the board's feeling, therefore, that an important difference exists between made-for-theatre and made-for-tv programming. This difference, it is held, lies in the fact that programming shown to family audiences of varied ages at home requires a different atmosphere because of the intimate nature of family entertainment. ─



## LANG-WORTH FEATURE PROGRAMS, Inc.

1755 BROADWAY, NEW YORK 19, N. Y. • JUDSON 6-5700

THE LEO BURNETT COMPANY IS SOLD ON SPOT AS A BASIC ADVERTISING MEDIUM FOR ITS CLIENTS.

An agency whose accounts include names like Campbell Soup, Kellogg, Marlboro, Pillsbury and Procter & Gamble, really "knows its apples." And the Leo Burnett Company picks Spot Radio and Television to help its accounts to healthier harvests in sales.

Here's the way Vice President in Charge of Media Len Matthews and Media Manager Tom Wright see it: "The Leo Burnett

Company was founded in 1935, and has been recommending spot broadcasting as an advertising vehicle to its clients ever since. Twenty-one of the twenty-three advertisers handled by Burnett have used Spot, and used it successfully.

"The most easily traceable successful Spot campaigns are those that we place for new products of our many advertisers. We have plans that call for continued extensive use of Spot broadcasting and we are now evolving some interesting new schedule patterns which will prove exciting in the next few months."



**AN ADVERTISING AGENCY THAT  
BELIEVES "GOOD ADVERTISING  
HAS TO HAVE A BITE IN IT" IS**

**SOLD**

Looking for a  
juicier chunk of your markets? Put in  
all today to



juicier chunk of your markets? Put in

## NBC SPOT SALES

representing these leadership stations

FORD-NEW BRITAIN-WNBC; NEW YORK-WRCA, WRCA-TV; SCHENECTADY-  
NY-TROY-WRCB; PHILADELPHIA-WRCV, WRCV-TV; WASHINGTON-WRC,  
TV; MIAMI-WCKT; BUFFALO-WBUF; CLEVELAND-WHK; LOUISVILLE-  
K, WAVE-TV; CHICAGO-WMAQ, WNBQ; ST. LOUIS-KSD, KSD-TV; DENVER  
A, KOA-TV; SEATTLE-TACOMA-KOMO, KOMO-TV; LOS ANGELES-KRCA;  
LAND, ORE.-KPTV; SAN FRANCISCO-KNBC; HONOLULU-KGU, KONA-TV.

\* American Mineral Spirits Co., Bauer & Black, Bluejay Products, Brown Shoe Co. Inc., Campbell Soup Co., Commonwealth Edison Co., Crane Co., Eastside, Green Giant, Harris Trust, Hoover, Kellogg Co., Marlboro, Maytag, Motorola, Pabst, Pfizer, Pillsbury Mills, Procter & Gamble, Pure Oil, Santa Fe, Sugar Inst., Tea Council

*Left to right:* JOHN W. SIEAR, MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.;  
FRED LYONS, NBC SPOT SALES; RICHARD COONS, MEDIA GROUP SUPERVISOR, LEO  
BURNETT, INC.; JACK MULHOLLAND, NBC SPOT SALES; LEN MATHILWS, VICE  
PRESIDENT IN CHARGE OF MEDIA, LEO BURNETT, INC.; DR. SEYMOUR BANKS, MAN-  
AGER MEDIA RESEARCH, LEO BURNETT, INC.; FRANK DI ROSA, NBC SPOT SALES;  
TOM WRIGHT, MANAGER MEDIA DEPARTMENT, LEO BURNETT, INC.; GUS PFLEGER,  
MEDIA GROUP SUPERVISOR, LEO BURNETT, INC.; DOUG BURCH, MEDIA GROUP  
SUPERVISOR, LEO BURNETT, INC.



# ON SPOT

# It takes the



# RIGHT two!

**IT'S A FACT!** With the *right* two—WFBG-TV, Altoona, and Pittsburgh—you get 76,701 *more* TV homes. In this area—day and night—seven days a week—WFBG-TV delivers average audiences 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. Your BLAIR-TV man has the proof: ARB, November 1956; ARB Altoona Coverage Study, March 1956.

**ONLY BASIC CBS-TV STATION SERVING THE AREA**



**WFBG-TV**  
ALTOONA, PENNSYLVANIA



Channel 10  
ABC-TV • NBC-TV

*Represented by BLAIR-TV*

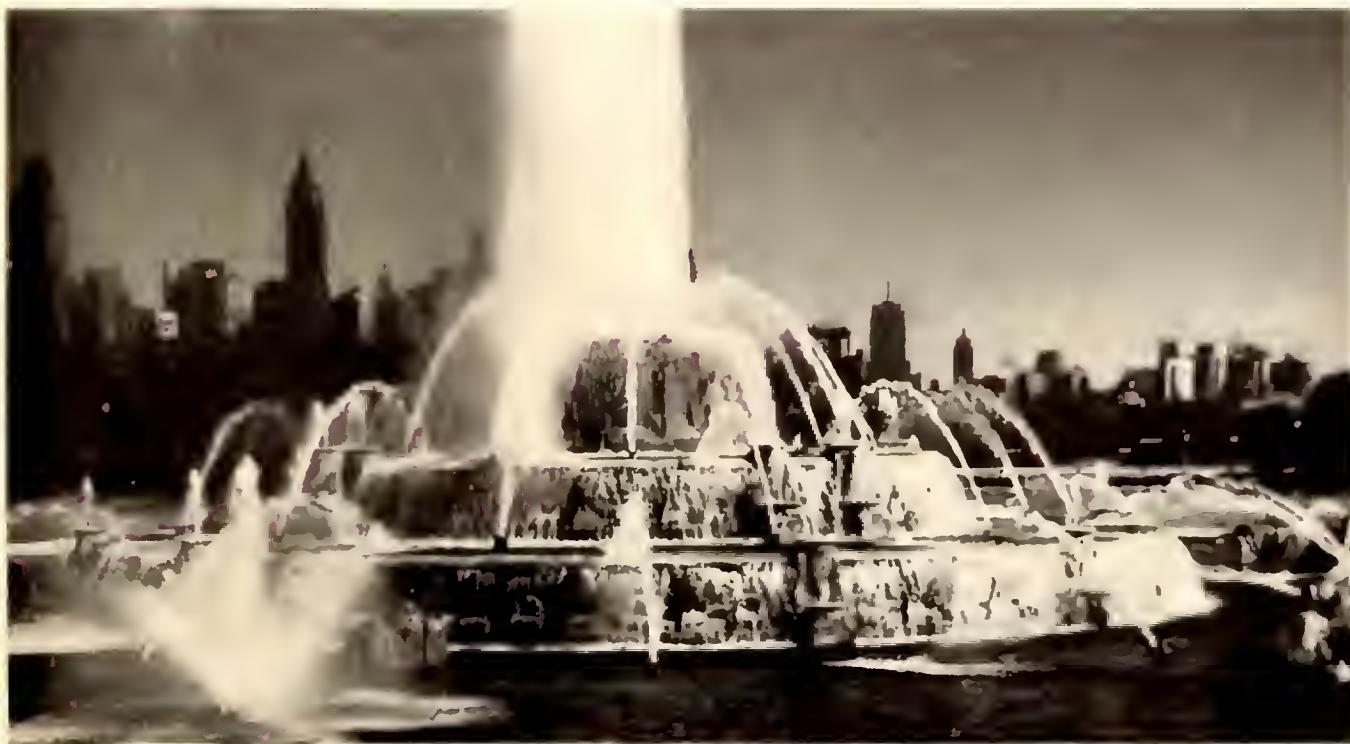
operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.

**WHGB-AM**, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

# CHICAGO



## DIRECTORY

### BUSINESS & PLEASURE

#### NETWORKS

American Broadcasting Co.  
Columbia Broadcasting Co.  
Keystone Broadcasting Co.  
Mutual Broadcasting System  
National Broadcasting Co.  
National Negro Network

190 N. State  
630 N. McCourt  
111 N. Washington  
435 N. Michigan  
Merchandise Mart  
203 N. Wabash

AN 3-0800  
WH 4-6000  
ST 2-8900  
WH 4-5060  
SU 7-8300  
DE 2-6411

#### AGENCIES

Aubrey, Finlay, Marley & Hodgson  
N. W. Ayer & Son, Inc.  
BBDO  
Beaumont & Hohman  
Walter F. Bennett & Co.  
Lee S. Biespiel Adv.  
Leo B. Bott  
Bozell & Jacobs  
Burton Browne  
Buchen Co.  
Leo Burnett  
Calkins & Holden  
Campbell-Ewald

320 N. Michigan  
135 S. LaSalle  
99 N. Michigan  
6 N. Michigan  
20 N. Wacker  
605 N. Michigan  
64 E. Jackson  
205 N. LaSalle  
69 N. Michigan  
400 W. Madison  
Prudential Plaza  
30 E. Randolph  
230 N. Michigan

FI 6-1600  
AN 3-7111  
SU 7-9200  
RA 6-6181  
FR 2-1131  
DE 7-4190  
HA 7-9187  
CE 6-0870  
SU 7-7700  
RA 6-9305  
CE 6-5959  
RA 6-3830  
CE 6-1946

Campbell-Mithun	DE 7-7553
The Caples Co.	SU 7-6016
Christiansen Advertising Agency	CE 6-2484
Don Colvin & Co.	DE 2-7089
Albert Albrecht Assoc.	DE 2-0203
Commercial Broadcasters Adv. Agency	HA 7-6935
Compton Adv.	SU 7-3061
Critchfield & Co.	AN 3-3138
Cunningham & Walsh	FI 6-4700
Dancer-Fitzgerald-Sample	MI 2-5332
D'Arcy Advertising Co.	DE 2-4674
W. B. Doner & Co.	CE 6-9132
Doremus & Co.	RA 6-4952
Erwin, Wasey & Co.	RA 6-7800
First United Broadcasters	CE 6-6226
M. M. Fisher Assoc.	SU 7-6664
Food Research & Adv.	SU 7-4800
Foote, Cone & Belding	DE 2-6424
Albert Frank-Guenther Law	WH 4-5900
Clinton E. Frank	DE 2-5745
Jones Frankel	AN 3-5041
Fuller & Smith & Ross	SU 7-6746
Goodkind, Joice & Morgan	HA 7-2103
Phil Gordon Agency	

# CHICAGO BUSINESS DIRECTORY

## AGENCIES *continued . . .*

Gordon Best Co. 228 N. LaSalle  
 Gourfain-Cobb & Assoc. 400 N. Michigan  
 Grant Adv. 919 N. Michigan  
 Grant, Schwenk & Baker 520 N. Michigan  
 Gray-Schwartz 228 N. LaSalle  
 Grossfeld & Staff 22 W. Monroe  
 Guenther-Bradford & Co. 15 E. Huron  
 Herbert Summers Hall 430 N. Michigan  
 George H. Hartman Co. 307 N. Michigan  
 Henri, Hurst, & McDonald 121 W. Wacker  
 Lester L. Jacobs, Inc. 549 W. Randolph  
 The Kapps Co. 64 E. Lake  
 H. W. Kastor & Sons Adv. 75 E. Wacker  
 Kenclitfe, Breslich & Co. 221 N. LaSalle  
 Kenyon & Eckhardt 221 N. LaSalle  
 Kuttner & Kuttner 646 N. Michigan  
 Al Paul Lefton 435 N. Michigan  
 W. E. Long Co. 188 W. Randolph  
 Earle Ludgin & Company 121 W. Wacker  
 MacDonald-Cook Agency 360 N. Michigan  
 MacFarland, Aveyard & Co. 333 N. Michigan  
 Malcolm-Howard Adv. Agency 203 N. Wabash  
 Manchester-Williams-Kreer 7 S. Dearborn  
 Maryland Agency 8 S. Michigan  
 Maxon, Inc. 664 N. Rush  
 McCann-Erickson 318 S. Michigan  
 McCarty Co. 520 N. Michigan  
 Arthur Meyerhoff & Co. 410 N. Michigan  
 C. L. Miller 333 N. Michigan  
 Morlock Advertising Agency 139 N. Clark  
 C. Wendel Muench & Co. 75 E. Wacker  
 Frank C. Nahser, Inc. 221 N. LaSalle  
 Needham, Louis & Brorby Prudential Bldg.  
 Emmet J. Newman Advertising 180 N. Wabash  
 North Advtg. Inc. Merchandise Mart  
 O'Grady, Anderson & Gray 720 N. Michigan  
 Olian & Bronner 35 E. Wacker  
 O'Neil, Larson & McMahon 230 N. Michigan  
 Perrin & Paus 8 S. Michigan  
 J. R. Pershall Co. 105 W. Adams  
 Presba, Fellers & Presba 360 N. Michigan  
 Proebstring, Taylor Inc. 100 E. Ohio  
 Reincke, Meyer & Finn 520 N. Michigan  
 Fletcher D. Richards 221 N. LaSalle  
 L. W. Ramsey Co. 230 N. Michigan  
 Robertson, Buckley & Gotsch 108 N. State  
 Roche, Williams & Cleary 135 S. LaSalle  
 Rocklin, Irving & Assoc. 32 W. Randolph  
 Rogers & Smith Adv. Agents 20 N. Wacker  
 Ruthrauff & Ryan 360 N. Michigan  
 Rutledge & Lilenteld 121 W. Wacker  
 Jack R. Scott, Inc. 814 N. Michigan  
 Russel M. Seeds Co. 919 N. Michigan  
 Henry Senne 75 E. Wacker  
 John W. Shaw 51 E. Superior  
 Charles Silver & Co. 737 N. Michigan  
 Simmonds & Simmonds 520 N. Michigan  
 Smith, Benson & McClure, Inc. 8 S. Michigan

ST 2-5060  
 WH 4-5230  
 SU 7-6500  
 WH 3-1033  
 CE 6-8835  
 AN 3-6904  
 SU 7-9474  
 MO 4-0620  
 AN 3-0130  
 FR 2-9180  
 CE 6-8745  
 ST 2-0460  
 CE 6-5331  
 DE 2-4243  
 FI 6-4020  
 SU 7-7940  
 SU 7-9511  
 RA 6-4606  
 AN 3-1888  
 AN 3-1224  
 RA 6-9360  
 AN 3-0022  
 DE 2-4170  
 ST 1-0814  
 WH 4-1676  
 WE 9-3700  
 MI 2-0300  
 DE 7-7860  
 CE 6-1640  
 RA 6-8336  
 FI 6-3481  
 FI 6-1260  
 WH 4-3400  
 DE 2-7100  
 WH 4-5030  
 MO 4-6692  
 ST 2-3381  
 AN 3-4470  
 RA 6-7923  
 FR 2-8440  
 CE 6-7683  
 WH 4-1051  
 WH 4-7440  
 FI 6-3585  
 FR 2-8155  
 ST 2-5336  
 RA 6-9760  
 RA 6-2324  
 DE 2-0020  
 FI 6-1833  
 DE 2-6326  
 WH 4-6886  
 WH 3-2133  
 RA 6-6933  
 MO 4-6323  
 SU 7-6625  
 MI 2-3360  
 ST 2-1931

St. Georges & Keyes Inc.  
 Stoetzel and Associates  
 Tatham-Laird  
 Ron Terry Productions Adv.  
 J. Walter Thompson  
 Turner Advertising Agency  
 C. J. Ulrich  
 Vaughn, Thain & Spencer  
 Geoffrey Wade  
 Waldie & Briggs  
 Weiss & Geller  
 Wesley, Heyne & Cuca  
 Western Adv. Agency, Inc.  
 Wherry, Baker & Tilden  
 Wright, Campbell & Suitt, Inc.  
 Young & Rubicam

75 E. Wacker  
 307 N. Michigan  
 64 E. Jackson  
 203 N. Wabash  
 410 N. Michigan  
 216 E. Superior  
 6674 N. Northwest Hwy.  
 230 N. Michigan  
 20 N. Wacker  
 231 N. LaSalle  
 400 N. Michigan  
 333 N. Michigan  
 35 E. Wacker  
 919 N. Michigan  
 152 E. Superior  
 333 N. Michigan

AN 3-5966  
 ST 2-8927  
 HA 7-3700  
 FR 2-4452  
 MO 4-6700  
 MI 2-6426  
 NE 1-4762  
 DE 2-0808  
 ST 2-7369  
 FR 2-8422  
 WH 3-2100  
 CE 6-5882  
 AN 3-2545  
 DE 7-8000  
 WH 4-3632  
 FI 6-0750

## ADVERTISERS

American Dairy Assoc. 20 N. Wacker  
 American Hair & Felt Merchandise Mart  
 Armour Union Stock Yards  
 Bauer & Black 309 W. Jackson  
 Borg-Warner Corp. 310 S. Michigan  
 Helene Curtis Industries 4401 W. North Dr.  
 Curtiss Candy 1113 W. Belmont  
 Dad's Root Beer 2800 N. Talman  
 Derby Foods 3327 W. 47th Pl.  
 Ekco 1949 N. Cicero  
 Florsheim Shoes 130 S. Canal  
 Greyhound Corp. 141 W. Jackson  
 Hoover 20 N. Wacker  
 Hotpoint 5600 W. Taylor  
 Household Finance Corp. 919 N. Michigan  
 Illinois Bell Tel. 212 W. Washington  
 Intl. Cellucotton 919 N. Michigan  
 Intl. Harvester 180 N. Michigan  
 Walter H. Johnson Candy 4500 W. Belmont  
 Kraft Foods 500 N. Peshtigo Court  
 Libby, McNeill & Libby W. Exch. & S. Packers  
 Mars Candy 2019 N. Oak Park  
 Oscar Mayer Co. 1241 N. Sedgwick  
 Motorola 4545 W. Augusta  
 Mystik Adhesive Products 2635 N. Kildare  
 O'Cedar 2246 W. 49th  
 Pabst 221 N. LaSalle  
 Pure Oil 35 E. Wacker  
 Purity Bakery 4504 So. Sacramento  
 Quaker Oats 345 Merchandise Mart  
 Simoniz Co. 2100 So. Indiana  
 S.O.S. 7123 W. 65th  
 Standard Oil of Ind. 910 S. Michigan  
 Sunbeam 5600 W. Roosevelt Rd.  
 Swift Union Stock Yards  
 Toni Merchandise Mart  
 United Airlines 5959 S. Cicero  
 Wine Corp. of Amer. 3737 S. Sacramento  
 Wm. Wrigley 410 N. Michigan  
 Zenith 6001 W. Dickens

ST 2-4916  
 SU 7-7252  
 YA 7-4100  
 WE 9-7100  
 WA 2-7700  
 CA 7-6600  
 BI 8-6300  
 IN 3-4600  
 VI 7-4400  
 BE 7-6000  
 FR 2-6666  
 WA 2-3770  
 RA 6-9478  
 MA 6-2000  
 WH 4-7174  
 OF 3-9300  
 DE 7-8161  
 AN 3-4200  
 SP 7-2424  
 WH 4-7300  
 YA 7-0240  
 ME 7-3000  
 MI 2-1200  
 SP 2-6500  
 SP 2-1600  
 LA 3-4700  
 ST 2-7600  
 ST 2-2100  
 YA 7-8556  
 WH 4-0600  
 DA 6-6700  
 PO 7-7800  
 HA 7-9200  
 ES 8-8000  
 YA 7-4200  
 WH 4-1800  
 PO 7-3300  
 CL 4-6300  
 SU 7-2121  
 BE 7-7500

*Directory continues page 54*

## COLOR AT THE CONVENTION

Since only a minority of video stations have either live or color film cameras, broadcasters are expected to view such equipment with great interest at the convention. It is estimated that about 85 stations have color film equipment while less than 40 have live color cameras.

A number of manufacturers will be on hand with color facilities. In line with its past emphasis on color, RCA will headline a great variety of equipment. Among the RCA exhibits will be:

1. A complete live color studio. This will include backgrounds and models to show color TV in operation. The studio will embrace everything a station needs to

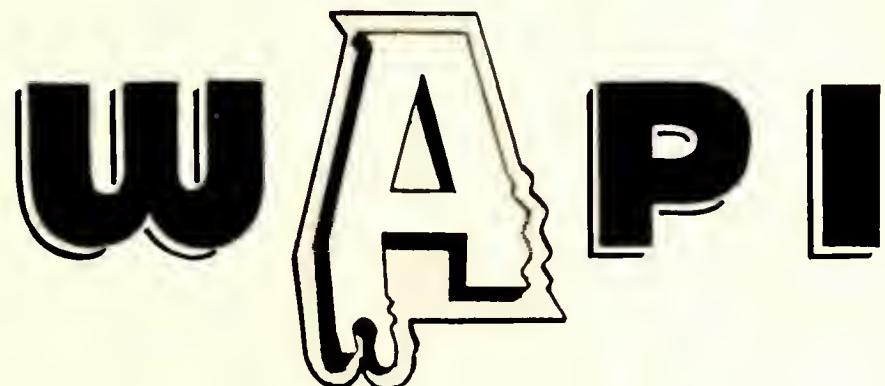
put color on the air, including a color TV control center.

2. A color film demonstration. A complete color film room for TV stations will be shown.

3. A demonstration of auditorium-size color TV projection. In this demonstration a picture will be sent from the exhibit floor to the engineering conference room elsewhere in the hotel. A screen four-and-a-half by six feet will be used.

4. A variety of color equipment items. These include a color monitor selling for about \$3,500, a color masking system designed to improve color tones at broadcast end, improved camera, switching equipment.

*Another*  
**ALL-TIME Record!**



The Voice of Alabama

**Local radio sales on WAPI\* for March, 1957, are the largest for any March in our 36 years of broadcasting.**

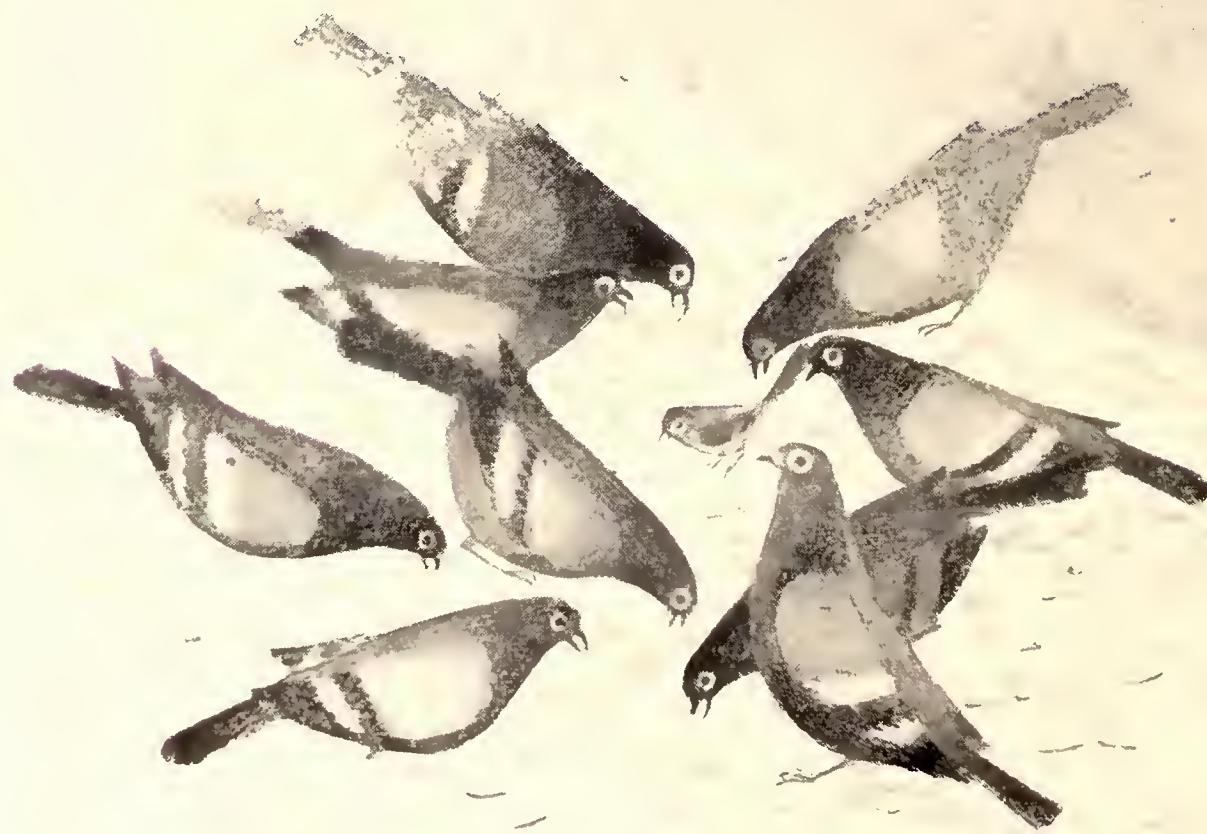
*Those who Know us **BEST**  
use us **MOST***

Represented by John Blair and Co.

\*WABT, our sister TV station, also hit an all-time record in local business for March.



***good spot to be in!***





Easy pickings for some...a serious step for others. Depends who, what and where you are, and everybody's different.

Of all national sales media, spot television is most effective at catering to *local differences* and adapting to *local problems*. Consider the recent experience of the Arkansas Rice Growers Cooperative Association.

Short-grain rice was selling like hotcakes in eastern South Carolina, the nation's second-largest rice consuming area, but—because of local tastes—long-grain rice was not. Until WBTW, Florence, came up with a summer schedule tailored to build a demand for the long-grain variety. Then, according to E. G. Wells, Jr., of W. H. Sydnor & Co., food brokers: "Sales of our Riceland Long-Grain Rice for the period of June through November 1956 showed *an increase of 960%* over the same period in 1955. This gain is all the more remarkable because it was accomplished without losing ground in our strong short-grain rice business. In fact, we had an increase there too." *Good spot to be in!*

Spot television's adaptability to local tastes and customs is another reason why more and more advertisers are using the 13 stations and the regional network represented by...

**CBS TELEVISION SPOT SALES** Representing: WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, WMBR-TV Jacksonville, WXIX Milwaukee, WBBM-TV Chicago, KSL-TV Salt Lake City, KGUL-TV Galveston-Houston, KOIN-TV Portland, WHCT Hartford, KNXT Los Angeles and the CBS Television Pacific Network

# CHICAGO BUSINESS DIRECTORY

## REPRESENTATIVES

Airspot Sales	64 E. Lake	ST 2-0460
AM Radio Sales	400 N. Michigan	MO 4-6555
Avery-Knodel	75 E. Wacker	AN 3-4710
Hil F. Best	228 N. LaSalle	ST 2-5096
John Blair & Co.	520 N. Michigan	SU 7-8659
Blair TV	520 N. Michigan	SU 7-8659
Blair Television Associates	737 N. Michigan	DE 7-2145
Bolling Co., Inc.	435 N. Michigan	WH 3-2040
Branham Co.	360 N. Michigan	CE 6-5726
Broadcast Time Sales	333 N. Michigan	ST 2-1405
Burke-Stuart Co., Inc.	35 E. Wacker	DE 2-0826
Burn-Smith Co., Inc.	307 N. Michigan	CE 6-4437
Capper Publications	333 N. Michigan	FR 2-7200
CBS Radio Spot Sales	410 N. Michigan	WH 4-6000
CBS TV Spot Sales	410 N. Michigan	WH 4-6000
Henry I. Christal	333 N. Michigan	CE 6-6357
Thomas F. Clark	35 E. Wacker	ST 2-1663
Continental Radio Sales	228 N. LaSalle	FR 2-2095
Donald Cooke	228 N. LaSalle	ST 2-5096
Crosley	360 N. Michigan	ST 2-6693
Dwight & Assoc.	75 E. Wacker	AN 3-3788
Everett-McKinney	400 N. Michigan	SU 7-9052
Forjoe	435 N. Michigan	DE 7-1874
Gill-Perna	75 E. Wacker	FR 2-8665
W. S. Grant & Co.	35 E. Wacker	FR 2-1370
Arthur Hagg & Assoc., Inc.	360 N. Michigan	CE 6-7553
Harrington, Righter & Parsons	435 N. Michigan	WH 4-0074
Headley-Reed Co.	230 N. Michigan	FR 2-4686
George P. Hollingbery	307 N. Michigan	DE 2-6060
Hal Holman Co.	64 E. Lake	FR 2-0016
H-R-Representatives	35 E. Wacker	RA 6-6431
Indie Sales	228 N. LaSalle	ST 2-5096
International Adv. Serv.	10806 S. Western	CE 3-3143
Interstate United Newspapers	25 E. Jackson	WE 9-7260
Italian Broadcasting & Adv. Co.	327 S. LaSalle	HA 7-5907
Jewish Radio Guild	134 N. LaSalle	RA 6-3567
Geo. Z. Jaworowski	8641 S. Escanaba	SO 8-5374
Fred R. Jones & Co.	228 N. LaSalle	ST 2-5096
Katz Agency, Inc.	Prudential Plaza	MO 4-7150
Robert S. Keller	228 N. LaSalle	ST 2-5096
Kovack, Frank J.	9016 S. Cottage Grove	TR 4-2244
Mickey Krupski	7660 W. Winona	UN 7-9727
Joseph Hershey McGillvra	185 N. Wabash	ST 2-5282
Robert Meeker Co., Inc.	333 N. Michigan	CE 6-1742
NBC Spot Sales	Merchandise Mart	SU 7-8300
John Palmer Productions	185 N. Wabash	DE 2-6373
John E. Pearson	333 N. Michigan	ST 2-7494
John H. Perry Associates	224 S. Michigan	HA 7-4008
Peters, Griffin, Woodward	Prudential Plaza	FR 2-6373
Edward Petry	400 N. Michigan	WH 4-0011
Radio-TV Reps	75 E. Wacker	FI 6-0982
Wm. G. Rambeau	185 N. Wabash	AN 3-5566
Paul H. Raymer Co.	435 N. Michigan	SU 7-4473
Reese Productions	203 N. Wabash	CE 6-1546
Riley, Bud Radio Prod.	6300 S. Woodlawn	No 7-8820
Scheerer & Co.	35 E. Wacker	ST 2-7942
Sears & Ayer	612 N. Michigan	SU 7-8177
Simmons Associates, Inc.	333 N. Michigan	DE 2-2375
Spot Sales	360 N. Michigan	CE 6-2977
Stars National, Inc.	35 E. Wacker	CE 6-2136
Venard, Rintoul & McConnell	35 E. Wacker	ST 2-5260
Walker Co.	360 N. Michigan	AN 3-5771
Weed, & Co.	2110 Prudential Plaza	WH 4-3434
WLW-Cincinnati	360 N. Michigan	ST 2-6693
WOR & WOR-TV	435 N. Michigan	SU 7-5109
Adam J. Young Jr.	Prudential Bldg.	MI 2-6190

## NEWS SERVICES

Associated Press	160 N. LaSalle	ST 2-7700
CBS News Film	410 N. Michigan	WH 4-6000
International News Service	326 W. Madison	DE 2-0427
United Press	400 W. Madison	FR 2-9000

## RESEARCH & SURVEYS

Market Research Corp. of America	122 N. Michigan	MO 4-4600
A. C. Nielsen Company	2101 Howard	HO 5-4400
Social Research	145 E. Ohio	MI 2-2664
Market Facts	30 S. LaSalle	WA 2-2686

## TV FILM PROGRAM SOURCES

ABC Film Synd.	20 N. Wacker	AN 3-0800
Academy Film Productions	123 W. Chestnut	MI 2-5877
Animated Film Producers of Amer.	159 E. Chicago	WH 3-2424
Atlas	1111 South B. Oak Pk.	AU 7-8620
George Bagnall	520 N. Michigan Ave.	MI 2-5231
CBS Film Sales	410 N. Michigan	WH 4-6000
Geo. W. Colburn Laboratory	64 N. Wacker	DE 2-6286
Colmes-Werrenrath Productions	540 N. Michigan	MI 2-7470
Coronet	65 E. Southwater	DE 2-7676
Du Mont Laboratories	5968 W. Chicago	CO 1-3030
Film Studios of Chicago	135 S. LaSalle	CE 6-8147
Filmack	1327 S. Wabash	HA 7-3395
Guild Films	28 E. Jackson	WA 2-1803
Imperial World Films	12 E. Delaware	MI 2-6200
International Film Bureau	57 E. Jackson	WA 2-1648
Jewell Radio & TV Productions	540 N. Michigan	MO 4-5757
Dallas Jones Productions	1725 N. Wells	MO 4-5525
Kling Studios	1058 W. Washington	SE 8-4181
Lewis & Martin Films	1431 N. Wells	WH 4-7477
MCA-TV	430 N. Michigan	DE 7-1100
Morton Prodns	64 E. Lake	CE 6-4144
NBC Film Division	Merchandise Mart	SU 7-8300
Fred Niles Prodcts.	22 W. Hubbard	SU 7-0760
Jules Power Productions	1020 N. Rush	DE 7-7422
RCA Recorded & TV Film Svc.	445 N. Lake Shore	WH 4-3530
Reid H. Ray Industries	208 S. LaSalle	FI 6-0897
Sarra	16 E. Ontario	WH 4-5151
Walter Schwimmer Prodns.	75 E. Wacker	FR 2-4392
Screen Gems	230 N. Michigan	FR 2-3696
Telecine Film Studios	100 E. Northwest Hwy	RA 3-1418
United Artists TV	Park Ridge, Ill.	HA 7-6310
United Film & Recording	1301 S. Wabash	SU 7-9114
United Press Movietone	301 E. Erie	SU 7-8890
United Television Programs	161 E. Grand	CE 6-0041
United World Films	360 N. Michigan	WA 2-7840
Wilding Prodns.	542 S. Dearborn	LO 1-8410
	1345 W. Argyle	

## MUSIC & TRANSCRIPTION SERVICES

ASCAP	8 S. Michigan	ST 2-8289
BMI	360 N. Michigan	AN 3-5394
Columbia Transcriptions	410 N. Michigan	WH 4-6000
Morton Radio Productions	64 E. Lake	CE 6-4144
RCA Recorded Program Svc.	445 N. Lake Shore	WH 4-3530
Standard Radio	360 N. Michigan	ST 2-5322
L. S. Toogood Recording	221 N. LaSalle	CE 6-5275
United Broadcasting	301 E. Erie	SU 7-9114

## HOTELS

Ambassador	N. State & E. Geoth	SU 7-7200
Bismarck	171 W. Randolph	CE 6-0123
Blackstone	S. Michigan & E. Balbo	HA 7-4300
Chicagoan	67 W. Madison	AN 3-4000
Congress	520 S. Michigan	HA 7-3800
Conrad Hilton	720 S. Michigan	WA 2-4400
Drake	E. Lk. Shore & N. Mich.	SU 7-2200
Edgewater Beach	5349 N. Sheridan	LO 1-6000
LaSalle	LaSalle & W. Madison	FR 2-0700
Morrison	79 W. Madison	FR 2-9600
Palmer House	State & Monroe	RA 6-7500
Sheraton	505 N. Michigan	WH 4-4100
Sherman	Clark & Randolph	FR 2-2100

## AIR LINES & RR

American Airlines	55 E. Monroe	FR 2-8000
Capital Airlines	41 S. State	DE 2-5711
Delta C & S Air Lines	67 E. Monroe	FI 6-5300
Eastern Airlines	120 S. Michigan	HA 7-1600
Northwest Airlines	100 S. Michigan	RA 6-9600
TWA	37 S. Wabash	DE 2-7600
United Airlines	35 E. Monroe	RA 6-5500
Midway Airfield	6200 S. Cicero	PO 7-0500
Baltimore & Ohio RR	Grand Central Station	WA 2-2211
Chesapeake & Ohio RR	500 5th Ave.	CH 4-4910
N.Y. Central System	Grand Central Station	WA 2-8700
Pennsylvania RR	Union Station	FR 2-6700
Santa Fe	Dearborn Station	HA 7-4900

# CHICAGO PLEASURE DIRECTORY

## THEATER

**THE DESK SET**, Harris, 170 N. Dearborn (CE 6-8240). William Merchant's comedy provides a vehicle for the adept Shirley Booth. Frank Milan plays her leading man. Nightly except Sun., 8:30; mat. Wed. & Sat., 2:30.

**THE GUARDSMAN**, Studebaker, 418 S. Michigan (WA 2-1732). The city's new repertory company revives a sophisticated Ferenc Molnar comedy. Barbara Baxley and Jerome Kilty star. Nightly except Mon., 8:30; Tue. & Sun., 7; Sat., 6 & 9; mat. Sun., 3.

**THE MATCHMAKER**, Blackstone, 60 E. Balbo (CE 6-8240). The comedy by Thornton Wilder plays an extended engagement and Ruth Gordon remains in the title role. Nightly except Sun., 8:30; mat. Wed. & Sat., 2:30.

**NO TIME FOR SERGEANTS**, Erlanger, 127 N. Clark (ST 2-2159). James Holden, King Calder and Louis Bearhner stomp through this rollicking farce which Ira Levin has based on the Mac Hyman novel. Nightly, 8:30; Sun. 7, mat. Sat., 2:30.

**CINERAMA: SEVEN WONDERS OF THE WORLD**, Palace, 159 W. Randolph (AN 3-0055). The third of the wide-screened extravaganzas runs on, filling houses and parking lots. Nightly, Sun.-Thu., 8:30; Fri. 7 & 10; Sat. 7:30 & 10:30. Mat. Mon., Thur. & Sat., 2:30; Fri. 1; Sun. 2 & 5.

## SPECIAL EVENTS

**AROUND THE WORLD IN 80 DAYS**, Todd's Cinestage, 180 N. Dearborn (CE 6-0290). Mike Todd's big show with David Niven, Cantinflas, Robert Newton and Shirley MacLaine arrives at its own loop house April 4 for what promises to be a long run. Nightly 8:15, Sun. 7; mat. Wed., Sat. & Sun., 2:30.

**ICE CAPADES OF '57**, Chicago stadium, 1800 W. Madison (SE 3-5300). The most lavish of the current icearamas glides into town April 4 for a ten day stand. Nightly except Sun. & Mon., 8:30; mat. Sat., 2, Sun. 2 & 6.

**MATZO BALL JAMBOREE**, 8th street theater, 741 S. Wabash (HA 7-6834). Tickets are surprisingly scarce for this English-Yiddish musical revue starring Mickey Katz. The producers have happily obliged by moving the show to the Opera house, 20 N. Wacker, for Saturday night performances. Closing date April 10. Nightly, 8:30; mat. Sun., 3.

## NIGHTLIFE

**BLUE ANGEL**, 801 Rush (SU 7-5060). Caribbean calypso still goes strong in this cellar club. "The Mighty Zebra" leads the current tribe of singers and dancers between the tables and among the voodoo relics. Nightly, 5 p.m. to 4 a.m. Shows 10, 12 & 2 weekdays and Sun.; 9:30, 11, 1 & 3 Sat. Dinner from \$3.

**BOULEVARD ROOM**, Conrad Hilton hotel, 720 S. Michigan (WA 2-4100). A refined ice rink takes the place of a stage in this room, and producer Merriel Abbott's current effort is "Skating Memories" with Naomi Wold and "China" Smith. They are backed by a troupe of Boulevard-Pears and Boulevard-Dons and the Frankie Masters orchestra. The prime ribs served here are far from incidental. Open nightly from 6:30. Shows, 8 & 10:30; Sun. 4 & 9. Dinner from \$3.50. \$2 cover.

**THE BUTTERY**, Ambassador West hotel, State and Goethe (SU 7-7200). Quiet and aloof, with dancing to re-trained Afro-Cuban music by Romeo and Cacho. Noon to 2 a.m., dancing from 9. Flaming sword dinner \$6.50-\$9.50; other food a la carte \$3.50. Fri. & Sat.

**CAMELLIA HOUSE**, Drake hotel, Lake Shore and Michigan (SU 7-2200). French cuisine and Jimmy Blaize's music. Noon to 3 p.m., 6 p.m. to 1 a.m. Lunch \$1.75-\$2.50, dinner \$4-\$7.

**CHEZ PAREE**, 610 W. Fairbanks (DE 7-3131). Inka Inka Doce' Jimmy Durante heads the current follies. Also on the bill the dance team of the Cerrays, pianist-singer Jackie Barnett, Miles Buffano, Jack Roth and much glitter a'ol girls. 6 p.m. to 1 a.m. Shows 8:15 & 12:15. Dinner \$4 plus.

**COLLEGE INN PORTERHOUSE**, Sherman hotel, Randolph and Clark (PR 2-2100). Dining is western style, music is by Frank York, who has a fiddle and orchestra. Noon to 1 a.m.; Sat. to 2 a.m. Lunch \$1.65-\$1.95, dinner \$1.50-\$7.

**EMPIRE ROOM**, Palmer house, State and Monroe (RA 6-7500). Lisa Kirk sings amid plush surroundings, with Buddy Pepper at the piano. Dancing to the Charlie Fisk orchestra. 6 p.m. to 2 a.m. Shows 8:30 & 12. Dinner from \$4. \$2 cover.

**GATE OF HORN**, 735 N. Dearborn (SU 7-2833). A small, down-the-basement club where folk singers and charcoal broiled sandwiches are specialties and where audiences often join in to sing tunes about banana boats and railroad men. Nightly, 9:30 to 2 a.m. Sat. until 4 a.m. \$2 min., Fri. & Sat.

**PUMP ROOM**, Ambassador East hotel, State & Goethe (SU 7-7200). Flamboyant hangout for celebrities and celebrity watchers. David LeWinter's orchestra provides dance music. Noon to 2 a.m. Flaming sword dinner \$5.50-\$9.50; other food a la carte. \$3.50 min. Fri. & Sat.

## EATING OUT

**AGOSTINO'S**, 7 E. Delaware (DE 7-9862). This old and respected eating house has changed its location but there's no change in the quality of its Italian cuisine. 5 p.m. to 1 a.m.; Sun. from 1:30 p.m. Dinner from \$2.50.

**BERGHOFF'S**, 17 W. Adams (HA 7-3170). For hearty appetites: corned beef and cabbage, Thuringer sausage, other German dishes. The dark draught beer is excellent. 11:30 a.m. to 10 p.m.; closed Sun. Lunch \$1-\$2.50; dinner \$1.75-\$4.

**BLACKHAWK RESTAURANT**, 133 N. Wabash (RA 6-2822). Don Roth's prime rib palace has a rolling rib cart, spinning salad bowl and personality waiters. Weekdays, 11 a.m. to 10:30 p.m.; Sat., 1:30 p.m. to 1:30 a.m.; Sun., 3:30 to 10 p.m. Dinner \$2.50-\$5.

**CAFE BONAPARTE**, Sheraton-Blackstone hotel, Michigan at Balbo (HA 7-1300). The kind of food that Talleyrand used to talk about at the Congress of Vienna. Noon to 1 a.m. Dinner from \$6.

**CAFE DE PARIS**, 1260 N. Dearborn pkwy (WH 4-5620). Delightful French fare, all the more enjoyable in the Gallic setting. Crepes suzettes are, of course, a house specialty. Daily, 5 p.m. to 11 p.m. Dinner \$3.90-\$6.50.

**THE CAMEO**, 116 E. Wacker (SU 7-4260). Deco-style interior where the best of old Hollywood's best are done to perfection. Noon to 6 p.m.; Dinner \$10. Closed Sun.

**CAFE BOHEMIA**, 1 E. State (CAN 5-3130). Other random to go with the menu. Open 11 a.m. to 10 p.m. Closed Sun. & hol. Lunch \$1.75-\$2.50; dinner \$4.75-\$17.50.

**CAPE COD ROOM**, Drake hotel, Lake Shore & Michigan (SU 7-2200). Excellent seafood in a traditional setting. A la carte from \$2. Daily from 11 a.m. to midnight.

**FRED HARVEY'S HARLEQUIN ROOM**, Palmolive building, 19 N. Michigan (CDL 7-4660). A dark, quiet room for restricted dining. 11:30 a.m. to 6 p.m. Lunch from \$1.25, dinner from \$2.25.

**FRITZEL'S**, 210 N. State (CAN 7-1111). Good cuisine behind a Hollywood facade. Daily, 11 a.m. to 1 a.m. Dinner \$8-\$14.95.

**GIBRALTAR ROOM**, Prudential bldg, Randolph and Michigan (MI 2-7676). A super-Stouffer's, serving Greek and Cyprian in a modified cedar-wood room that commands a sweeping view of Michigan avenue. 11 a.m. to 9 p.m. Closed Sun. Lunch from \$1.25, dinner from \$2.

**GRECIAN TERRACE**, 75 W. Washington (RA 6-0637). A good Loop restaurant where there's plenty of room at lunch time. Greek specialties include avgolemono soup, taramosalata (fish roe) and assorted kebabs and pelafs. Daily 11:30 a.m. to 9 p.m. Lunch from \$1.15; dinner from \$2.25.

**HOE SAI GAI**, 85 W. Randolph (AN 3-6474). Chinatown in the Loop. 11 a.m. to 2 a.m.; Sat. to 3 a.m. Lunch \$1.75-\$2; dinner \$1.55-\$4.

**IRELAND'S**, 632 N. Clark (DE 7-2620). An old-time restaurant devoted exclusively to sea food. Noon to 2 a.m. Dinner \$2-\$5.

**JACQUES'**, 900 N. Michigan (DE 7-9040). Continental foods and choice wines in a light-hearted French atmosphere. 11:30 a.m. to 3 p.m., 5 to 10:30 p.m. Lunch \$1.70-\$2.60, dinner \$3.50-\$6.

**RED STAR INN**, 1528 N. Clark (WII 4-9637). Reputedly the biggest inn in the city, includes a zwiebel fleisch that's better than sauerbraten, even. Open 1 p.m. to midnight. From \$1.75.

**ST. HUBERT'S GRILL**, 316 Federal (WE 9-5770). Superior food served by red-coated waiters in old English surroundings. Mon.-Sat., noon to midnight, closed Sun. A la carte from \$6.

**STOCK YARD INN**, 12nd & Halsted (YA 7-5580). The Sirloin room specializes in prime beef, but whops up other dishes on demand. Dinner \$3.50-\$6.

**SWEDEN HOUSE**, 157 E. Ohio (SU 7-3350). The best and most delicate of Scandinavian dishes in a handsome surroundings. 11:30 a.m. to 2:30 a.m. Lunch from \$1.50, dinner from \$2.00.

**THE TRADERS**, Palmer house, State and Monroe (RA 6-7700). This eatery is only days old. The cuisine: South Seas and continental, is being supervised by Trader Vic of San Francisco fame. Barbecued meats, curried dishes and rum drinks prevail. Nightly, 5 p.m. to 1 a.m. All food a la carte.

**WELL OF THE SEA**, Sherman hotel, Clark & Randolph (PR 2-2100). A dim room with deep sea menu and decor. Daily, noon to midnight; Sun. 4 to 9 p.m. Lunch \$1.60-\$2.25; dinner a la carte.

they loved us in



We're still blushing. In a recent survey in Milwaukee, the "Schlitz Saturday Night Theatre," showing Warner Bros. pictures distributed by A.A.P., led the competition with an average of a *70% share of the total audience* over a three week period.

J. Walter Thompson — agency for Schlitz Beer — conducted the survey to measure the audience appeal of the features of four major film companies, all shown concurrently on Saturday nights on four competing stations. The survey totalled 1200 phone calls on the nights of January 12th, 19th, and February 9th.

With an average of 77.3% sets in use in the hour-and-a-half time period, Warner Bros. features on WTMJ-TV averaged a rating of 54.1 for the three dates, against 11.1, 8.8, and 3.4 for the major film company features shown on the three competing stations.

The good people of Milwaukee are pretty much the same as audiences anywhere. To capture audience and advertiser alike in *your* area, write or phone:

**ci.ci.p. inc.**

315 Madison Ave., New York City — MUrray Hill 6-2323

**CHICAGO:** 75 E. Wacker Dr., D'Earborn 2-4040

**DALLAS:** 1511 Bryan St., Riverside 7-8553

**LOS ANGELES:** 9110 Sunset Blvd., CRestview 6-5886





# *Portrait of the American Family*

**T**here's a measure of egghead in most of us. As a nation we seek knowledge. And we make heroes out of our best knowers—like Charles Van Doren.

For the first time, a television network has worked out a way to serve the direct interests of knowledge-seekers. NBC, in cooperation with the Educational Television and Radio Center of Ann Arbor, now televises live programming expressly for the nation's educational channels. Programs on American literature, music, mathematics, government and world geography are being specially produced—on a scale that would not be possible for individual educational channels.

Jack Gould of *The New York Times* says of this unprecedented development: "...A major network and the education world are learning to work in harness... A significant gain..." Dr. Herman Wells, President of the University of Indiana,



calls it ". . . one of the boldest and most forward steps yet taken by television on behalf of our schools and colleges. I salute NBC for this fine public service."

Throughout the year the NBC network schedule is also studded with a wide range of informational, cultural and inspirational programs . . . like the *Project 20 Events*, *The NBC Opera Company*, *Wide, Wide World*, *Meet the Press*, *Frontiers of Faith*, *Youth Wants to Know*, *Mr. Wizard* and *Zoo Parade*.

This type of programming is the result, in large measure, of the advertiser support given NBC for its top-rated daytime line-up and its evening commercial hits.

# *NBC Television Network*

# FISH STORY...

## *and then some!*

Bait your lure with the thrill of fishing a virgin lake and you can be sure of one thing: fishermen will bite. And that's exactly the bait our friendly neighbor Canada used when it decided to go after a share of Minnesota's rich tourist business (3rd industry in the state, over \$200 million in '56).

Canada's well-chosen lure worked, too, until . . .

WTCN Radio-Television, alert to the needs and problems of the community, planned and backed a campaign to keep fishermen in Minnesota. Resort owners throughout the state quickly picked up the campaign and, divided into area groups, went into a concentrated drive to find and report uncharted lakes to the State Department of Conservation. The department then surveyed, mapped, and named these new lakes and WTCN Radio-Television publicized them, gave eager fishermen directions on how to get to them. Two of the new-found lakes were named in recognition of this direct and successful public service: Lake WTCN, and Lake Robertson (for WTCN's Vice President and general manager Miller Robertson). In fact, so many new lakes were discovered that the governor ordered a census of lakes which promises to boost Minnesota from the land of 10,000 lakes to the land of more than 14,000 lakes!

Year after year, through programs like Stu Mann's high-rated Minnesota Outdoors . . . through special campaigns like this one and the "Save the Wetlands" campaign . . . through annual awards for wildlife art and photography . . . WTCN Radio-Television serves up public service with a punch—public service geared to meet the current needs of the community effectively.

And it pays off: on January 6, 1957 Governor Orville Freeman presented WTCN Radio-Television the first of a newly created annual award for outstanding contributions to Minnesota conservation.

WTCN's nearly state-wide coverage helps make these campaigns a success. The campaigns themselves earn new friends and increase listener loyalty. And that's what pays off for advertisers. Put new punch in your advertising: call your Katz representative today for ratings and availabilities.

**WTCN RADIO-TELEVISION**  
**MINNEAPOLIS - ST. PAUL**

Represented nationally by Katz Agency, Inc. Affiliated with  
WFDF, Flint; WOOD AM & TV, Grand Rapids; WFBM AM & TV, Indianapolis.



HOW  
GOOD IS  
YOUR  
TRADE PAPER  
ADVERTISING  
?



*Announcing . . .*

## **SPONSOR'S FIRST ANNUAL TV/RADIO TRADE PAPER ADVERTISING AWARDS**

**THE NEED:** Trade paper advertising in today's television and radio industry is improving. But quantity is moving faster than quality. Agencies and advertisers complain, "We don't get enough meat from trade ads." Stations ask, "What do buyers want to know?" On the premise that example is the best teacher, and to do our bit to inspire, stimulate, and reward the best campaigns of the tv and radio advertising industry, SPONSOR inauguates its annual advertising awards. A distinguished group of tv and radio executives, each an active large-scale spot and network buyer, will serve as judges. SPONSOR reports with pride, and as an expression of advertiser agency enthusiasm for such awards, that all but one of the invitations to serve on the panel of judges was accepted.

*Norman R. Glenn*  
Publisher

## COMPETITION DETAILS

### Who is eligible?

Any tv station, radio station, network, broadcast group, film syndicator, and broadcast service, manufacturer, producer, or supplier.

### Award Classification

#### tv stations top hourly rate

Group 1.....to \$500  
Group 2.....\$500 to \$1000  
Group 3.....\$1000 to \$1500  
Group 4.....\$1500 to \$2000  
Group 5.....\$2000 and over

#### radio stations top hourly rate

Group 6.....to \$150  
Group 7.....\$150 to \$300  
Group 8.....\$300 to \$450  
Group 9.....\$450 to \$600  
Group 10.....\$600 and over

Group 11.....networks  
Group 12.....group-owned stations  
Group 13.....film syndicators  
Group 14.....tv commercial producers  
Group 15.....broadcast services, manufacturers, producers, suppliers

### Awards

1. First-place winner in each group is awarded specially-designed plaque.
2. Promotion manager of each first-place winner is awarded a \$50 government bond and a certificate bearing his name.
3. Meritorious awards will be given 2nd, 3rd, 4th, and 5th place entries in each group.
4. Winning campaigns will be featured in an Awards Issue of SPONSOR.

### Entries

Each entry must consist of five or more different advertisements of a campaign that has been printed in any trade publication or publications during the 12 months preceding July 1957. Each entry must also include (1) classification in which entry belongs; (2) name and address of entry; (3) names of general manager, promotion manager, and advertising agency; (4) single page summary expressing objective and strategy of the campaign with results, if known. Each station of a group-owned company may enter its individual campaign. All entries become the property of SPONSOR.

### Deadline

Competition closes 15 August 1957. Winners will be announced in an issue of SPONSOR shortly after Labor Day, 1957.

### Judges

Judges are George Abrams, vice president in charge of advertising, Revlon; Donald Cady, vice president in charge of general advertising, Nestle; William Dekker, vice president in charge of Media, McCann-Erickson; Frank B. Kemp, vice president and director media, Compton; Peter G. Levathes, vice president and director media relations, Young & Rubicam; L. S. Matthews, vice president and manager media department, Leo Burnett; Francis Minehan, vice president and media director, SSC&B; Arthur Porter, vice president and media director, J. Walter Thompson.

### Special Contribution . . .

to Broadcasters' Promotion Association: To encourage the aims and activity of the fast-growing BPA, SPONSOR will contribute \$5 to this organization for each tv and radio station entry. The contribution will be in the name of the promotion manager of the station.

## from the president of the BROADCASTERS' PROMOTION ASSOCIATION

# BPA

BROADCASTERS' PROMOTION ASSOCIATION, INC.

Chase Building • 122 East 42nd Street • New York 17, N.Y. • Murray Hill 7-0808

March 28, 1957

Mr. Norman Glenn, Publisher

SPONSOR

40 East 49th Street  
New York, New York

Dear Norm:

Congratulations on your proposed trade paper advertising contest for the broadcasting industry!

The contest you propose cannot help but bring about a much-needed improvement in the quality of broadcast advertising in trade publications -- by encouraging stations and related businesses to cast a more critical eye at their own advertising. It has always been a mystery to me why so many astute station operators have shown little or no imagination, inspiration, and showmanship in the advertising of their own facilities to the trade. Outstanding examples of broadcast advertising or campaigns in the trades have been painfully few and far between, despite the healthy expenditures made each year in this type of advertising.

I hardly need repeat, Norm, how delighted I am that SPONSOR plans to contribute \$5.00 to the Broadcasters' Promotion Association for each entry received in the contest. As President of BPA, I can assure you I will do everything possible to promote the maximum number of entries among BPA member stations -- as well as the stations throughout the country. The funds derived from this generous contribution from SPONSOR will enable BPA to provide more and better services to its members -- and help assure its continuing growth and usefulness.

Cordially,

*David E. Partridge*

David E. Partridge  
President

DEP:J

SPONSOR

THE WEEKLY MAGAZINE TV AND RADIO ADVERTISERS USE

# RADIO RESULTS

## HOUSES

SPONSOR: Individual Homeowner

AGENCY: Direct

**Capsule case history:** If you want to rent your house in record time, try radio. A homeowner in Yorkton, Saskatchewan, turned to radio advertising in order to rent his house and demonstrated that the medium can often be used just as effectively by private individuals as it can by business firms. The house was taken just 15 minutes after a commercial advertising a house for rent was broadcast on radio station CJGX. The owner of the house bought only one announcement on CJGX which was aired at 6:45 p. m., following Linus Westburg and the sports. His phone number was included in the announcement and with the first call the house was rented for an amount slightly above the average rent for that area. The house-owner was besieged by further phone calls which kept his telephone ringing constantly for two days. During that time a total of 100 phone calls were made in all by people who wanted to rent the house.

CJGX, Yorkton, Saskatchewan

PROGRAM: Announcement

## FLOOR COVERINGS

SPONSOR: Hobbs Linoleum Co. AGENCY: R. B. Flemmons & Sons

**Capsule case history:** Hobbs Linoleum Co. was able to extend a regular monthly one-day sale for a whole week due to the consumer response to radio advertising. The sponsor's agency bought four announcements on station KGHF for the weekend preceding the sale, one on Saturday and three on Sunday. The commercials announced that Hobbs was having a special clearance of some items at reduced prices. The clearance was held in conjunction with city-wide value day, regularly scheduled for the first Monday of every month. However, only radio was used for the specials. On Monday morning, prospective customers who had heard the sale announcements were lined up outside the store before 8:00 a.m. The response was such that Hobbs had to continue its sale of the selected items for the rest of the week and also had to triple its sales staff during that time. The four announcements cost the advertiser \$8.00.

KGHF, Pueblo, Colo.

PROGRAM: Announcements

## MOTION PICTURES

SPONSOR: Casa Linda Theatre

AGENCY: Direct

**Capsule case history:** Radio went to work for a motion picture and made a box office record-breaker of a film which had been a complete flop during its first Dallas run in 1941. The movie, *Citizen Kane*, was recently brought back to the Casa Linda Theatre for a second engagement. The theatre took its usual newspaper ad but this time added radio advertising, using 10 announcements per day on station KLIF. The opening of *Citizen Kane*'s run was preceded by a four-day radio buildup. Commercial copy stressed the association of Kane's life with that of William Randolph Hearst. At the end of the day, after five sell-out performances, receipts were approximately equal to the receipts for the entire previous week. When the picture closed after a run of four days, theatre officials reported that total receipts had more than trebled those from any other motion picture ever presented at the Casa Linda Theatre.

KLIF, Dallas

PROGRAM: Announcements

## VARIOUS

SPONSOR: Participating Advertisers

AGENCIES: Various

**Capsule case history:** A new promotion designed to tap the purchasing power of Salt Lake City's club women has proved its effectiveness in opening new distribution outlets. The program, KDYL Radio's *Community Club Awards*, is a competition which assists women's organizations in building their club treasuries through delivery to the station of proof-of-purchase slips from firms tying in with the campaign. By the end of the third week of turn-ins (6 February) all the advertisers participating in the program were reporting increased sales. Just a few examples: Libby, McNeill & Libby was able to open several new grocery accounts. Milk White Eggs gained distribution for the first time in the city's largest Albertson's Food Center. Finally, Blue Bonnet margarine, advertising only on the KDYL program, found that its sales in Salt Lake City's Safeway chain were 50% higher than the sales in any previous January.

KDYL, Salt Lake City

PROGRAM: *Community Club Awards*



Folks are in love with **WWDC**<sup>Radio</sup>

\*1st in total audience—1st in quarter hour wins—Washington, D.C.

\* PULSE: January-February, 1957

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

# DAILY DOUBLE

IN NORTH CAROLINA



Every day . . .

more audience

in

Winston-Salem

Every day . . .

more audience

in

rich 18-county

Piedmont area

than any other

station

**WSJS**

RADIO

**WINSTON-SALEM**

NORTH CAROLINA



for

WINSTON-SALEM  
GREENSBORO  
HIGH POINT

5000 W • 600 KC • AM-FM

AFFILIATE

HEADLEY-REED, REPRESENTATIVES

**Montgomery's No. 1**

(says Hooper) is

**WRMA**

Serving 200,000 Negroes

Oct.-Nov. 1956 Hooper  
Av. share 7AM-6PM

**WRMA 27.6%\***

Second station, 21.4%

\*Signed off 4:45PM during survey

### Exclusive Market

The only Negro station  
in a Central Alabama  
area with 53% Negro population

**WRMA**

Montgomery, Ala.

Judd Sparling, Commercial Manager  
Joseph Hershey McGillvra,  
National Representatives

# News and Idea WRAP-UP

## ADVERTISERS

Here's a list of the spot radio advertisers who used 200 or more stations during the month of February—as compiled from the Executives Radio-Tv Service latest issue of its Spot Radio Report:

1. Oldsmobile	290
2. d-Con	286
3. General Foods	243
4. Beech Nut-Life Savers	239
5. Nabisco	226

G.E. will introduce an automatic de-wrinkler as key feature of its new 1958 clothes dryer line this spring. . . Alcea's new ad theme will feature the distributor salesman as "The Aluminum Man." Campaign will be unveiled on the *Alcoa Hour*, NBC TV. . .

Frigidaire is introducing a new "personalized" merchandising service for home builders. Kircher, Helton & Col-

lett ad agency, Dayton, has set up a special builder merchandising department to provide creative services including radio-tv commercial copy. . . Knomark has added \$500,000 to its ad budget to launch Esquire Lanowax. The shoe dressing campaign gets its send-off this week on NBC TV's *Caesar's Hour*.

**Focus on personalities:** Peter J. Cole is new assistant sales manager of Sterling Brewers. . . Katie Saunders has been appointed brand publicity manager for Lever Bros. She was previously a product publicist for General Foods. . . John H. Tyner is now brand advertising manager for Bristol-Myers product division.

## AGENCIES

A closed-circuit link between agency and client (located anywhere in the country) is the big "idea at work" at Young & Rubicam, N. Y.



**OK GROUP** first annual managers' meeting was recently held in New Orleans. (L to r): W. Edwards, ass't. mgr., WXOK (Baton Rouge); R. Bartusch, ass't. mgr., WLOK (Memphis); R. Mabry, ass't. mgr., KYOK (Houston); S. W. Ray, Jr., exec. v.p. & gen. mgr., OK Group; R. Rhodes, co-mgr., KAOK (Lake Charles); A. Zieole, ass't. mgr., KOPY (Alice, Texas). Standing: T. McGuire, mgr., WXOK; G. Weil, mgr., WLOK; J. Watkins, mgr., KYOK; J. J. Paglin, president, OK Group; T. Gresham, co-mgr., KAOK; E. Prendergast, mgr., WBOK; R. Grimes, mgr., KOPY. F. Schwarz, ass't. mgr., WBOK, is not in the picture

The new system (due to begin operation in June) includes tv transmission facilities, film theatre and tv audition studio right in the agency's New York headquarters.

With these tools, Y&R can get in a closed-circuit huddle with clients over the selection of shows, commercials quality controls, and auditioning of talent all under broadcast conditions.

First client to sign up for the new service is P&G.

**New Agency appointments:** Geyer for Strongheart Dog Food (Doyle Packing Co.) Territory represented by the company is the eastern seaboard. . . Hoffman-Manning, New York, for Florida Land & Homes Bureau, Daytona Beach, for radio-tv side of ad campaign. Network radio is currently being used. . . Edwin L. Fletcher has been promoted to research director at Russell M. Seeds Co. . . H. B. Lenz is now acting manager for the New York office of the Ralph H. Jones Co. . . Albert W. Reibling moves over to Ted Bates Co. as assistant business manager of the radio-tv department. Reibling was former general manager of the radio-tv department at Kudner.

. . . John W. Shaw Advertising for Lanolin Plus' new line of products in the fragrance field.

**MacMannis, John & Adams** has added Minnesota Mining & Mfg. Co.'s new chemical products division. . .

**F. H. Hayhurst Co., Canada**, for a new P&G product soon to debut in Canada.

**People on-the-move:** Jack W. Edwards, formerly vice president and manager of Grant Advertising's San Francisco office, has been transferred in the same capacity to the Dallas office of the agency. . . Robert Russell to the Marshall & Pratt Division of McCann-Erickson as account executive on the new Bnlova Electric Razor. Russell was formerly with Norman, Craig & Kummel. . . George Henry Smith is the new tv-radio director for August Dorr Advertising, Miami. . . Victor Ratner has left McCann-Erickson to join Benton & Bowles as a v.p. . . C. W. Christenberry, Jr. has joined Guild, Bascom & Bonfigli's New York office as executive producer. . . Harry W. Witt, v.p. at Calkins & Holden in Los Angeles, has resigned to head the Western office of the newly formed Reach, McClinton agency.

They became v.p.'s this week: Philip Brooks and John Rockwell at Doherty, Clifford, Steers & Shenveld. . . Don O'Leary and J. Clarke Mattimore at K&L. . . Bud Sherak research director at K&L.

## NETWORKS

**Shulton**, which has been buying tv specials and one-shots, is reported to be going in for a regular show this fall on CBS TV.

The show is not set but the time slot will be 3:30-9 p.m. Tuesday nights, which would put Shulton opposite *Wyatt Earp* (ABC TV).

**ABC TV's** plans to move into afternoon line programming will materialize this fall.

First step is the agreement made this week between the network and Walt Framer Productions. The Framer outfit will produce an across-the-board series titled *Lucky Lady* for late afternoon showing next season.

**Fall programming notes:** At CBS TV Wildroot has bought the 10:30-11

TV in Fresno -- the big inland California market-- means **KMJ-TV**

- Best local programs
- Basic NBC-TV affiliate



PAUL H. RAYMER, NATIONAL REPRESENTATIVE

p.m. Saturday night spot for alternate week sponsorship of *New York Confidential* (drama series with Lee Tracy).

**Current tv programming notes:** ABC TV will program its Saturday 5:30-6 p.m. spot starting 18 May with the *Popsicle Five Star Comedy Party*. Show is set up to promote Joe Lowe Corp.'s new "Popsi" Doodle contest... CBS TV, which never found a backer for either *Mama* or *The Boing Boing Show*, abruptly dropped both Sunday afternoon programs this week. The cancellations pave the way for moving *Odyssey* into the 5-6 slot.

NBC TV's new co-op midday color show, *Club 60*, now has a roster of 62 stations and is reporting good sponsor interest. Some examples: availabilities are 68% sold out on WRCV-TV, Philadelphia; 78% on KRCA, Los Angeles; 63% on WBUF, Buffalo; 60% on WNBC, Hartford-New Britain; 52% on WRCA-TV, New York; 58% on WNBQ, Chicago and 40% on WRC-TV, Washington... ABC will dedicate its new \$1.5 million Chicago headquarters on 16 May.

NBC's *Monitor* has just racked up the biggest first quarter in its sales history. Matthew J. Culligan, v.p. in charge of NBC Radio, says second quarter sales (already 75% sold-out) may shatter past records. Culligan also states that the weekend radio service "now represents a substantial part of the \$10 million upsurge of net sales already made by the radio network in 1957 business."... **The new Crosley station, WLW-I**, Indianapolis, will become a primary affiliate of ABC TV when it takes to the air on 14 Sept.

**Thomas F. O'Neil**, chairman of the board at Mutual, has been elected to the board of directors of the Companion Life Insurance Co.

**New assignments:** **Morris Rittenberg** has been named manager of special program sales for NBC TV... **Rowe S. Giesen** is ABC-Disney coordinator... **Robert Adams** has joined ABC TV as executive producer for the Hollywood program department and will be responsible for the development of new shows (live and film) as well as supervise established programs. Adams comes to ABC TV from CBS TV... **George A. Graham, Jr.**, former director of radio network sales service, is now the director of sales planning for NBC Radio.



**SPOT RADIO**

**delivers**

**SUMMERTIME IS  
EXTRA LISTENING TIME**

- 44% take radio to beach, park or picnic ground
- 72% have radios in use.

(Source: RAB-Pulse survey, summer 1956)

THE VISUAL ABOVE is one of a series comprising "Spot Radio — 1957"; a concise 20-minute slide presentation marshaling basic media facts around which outstandingly successful sales-strategy has been planned. This study has already aroused the enthusiasm of key marketing men in America's advertising centers. If the executives who shape your advertising plans have not yet seen it, ask your Blair man to arrange for a showing soon.

Photos by Ewin

# extra selling-power in summer

## and these major-market stations have developed program-services that increase summer listening

It's wise to make summer plans early. Especially if you're an advertiser.

In summer, many media decline in effectiveness. Yet Spot Radio gains strength.

Wherever they ARE Americans want radio. In the past ten years, they have proved that point by purchasing 139,174,000 radio sets.

Wherever they GO Americans want radio. Proof: Out of those millions of sets, 66,959,000 are mobile radios—either auto-sets or portable sets. Result: Today most families have one or more radios that go wherever the family goes.

Summer plans depend on weather. And Spot Radio (another name for Local Radio) keeps listeners weather-wise.

Summer plans include travel. Road conditions must be checked. Spot Radio provides accurate information on roads and traffic.

This vital on-the-spot service is the exclusive

province of Spot Radio. No other medium can match its up-to-the-minute timeliness.

The unique way in which Spot Radio serves America is no accident. In the years when television changed listening habits, certain major-market stations were studying listener-service minutely. Out of these studies came local-interest programming—the solid foundation of radio's strength and vitality today.

Over forty stations in these major markets are represented by John Blair & Company—by far the strongest group of stations and markets served by one representative firm.

So, in planning your media strategy for the months ahead, the man to see is your John Blair man. In many of your most important markets, his station can best help you take full advantage of Spot Radio's sales effectiveness in summer-time—or any time.

**JOHN  
BLAIR  
& COMPANY**

### JOHN BLAIR & COMPANY

OFFICES: NEW YORK . . . CHICAGO . . . BOSTON . . . DETROIT . . . ST. LOUIS  
ATLANTA . . . DALLAS . . . LOS ANGELES . . . SAN FRANCISCO . . . SEATTLE

#### Exclusive National Representatives for

New York.....	WABC	Minneapolis-St. Paul . . .	WDGY	Birmingham.....	WAPI	Wheeling.....	WWVA
Chicago.....	WLS	Providence.....	WPRO	Columbus.....	WBNS	Nashville.....	WSM
Philadelphia.....	WFIL	Seattle.....	KING	San Antonio.....	KTSA	Binghamton.....	WNBF
Detroit.....	WXYZ	Houston.....	KTRH	Tampa.....	WFLA	Fresno.....	KFRE
Boston.....	WHDH	Cincinnati.....	WCPO	Albony-Schenectady-		Wichita.....	KFH
San Francisco.....	KGO	Kansas City.....	WHB	Troy.....	WTRY	Tulso.....	KRAMG
Pittsburgh.....	WWSW	Miami.....	WQAM	Memphis.....	WMC	Orlando.....	WDBO
St. Louis.....	KXOK	New Orleans.....	WDSU	Phoenix.....	KOY	Savannah.....	WSAV
Washington.....	WWDC	Portland, Ore.....	KGW	Omoho.....	WOW	Wichita Falls-	
Baltimore.....	WFBR	Louisville.....	WKLO	Jacksonville.....	WJAX	Amorillo.....	KWFT-KLYN
Dallas-Ft. Worth.....	KLIF-KFJZ	Indianapolis.....	WIBC	Knoxville.....	WNOX	Bismarck.....	KFYR

After 24 years, still the best protection for release prints...

## PEERLESS TREATMENT

"Peerless Treatment makes prints last longer."

### PEERLESS INC.

The best way to preserve original and other pre-print material.

## PEERLESS RECONDITIONING

Scratch Removal - Rehumidification - Repairs - Cleaning. Avoids unnecessary print replacements and saves irreplaceable originals.

### PEER-RENU

Shrunken pre-print material restored to printing tolerance and focus.

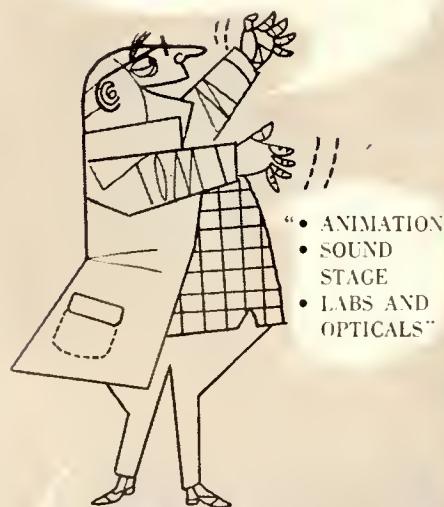
## PEERLESS SERVICE FOR TV SHOWS

To relieve Distributors and Syndicators of film operational burdens. Assurance that prints will always be in ready condition for next air dates... with commercials properly cut-in.

**PEERLESS**  
FILM PROCESSING CORPORATION  
165 WEST 46th STREET, NEW YORK 36, NEW YORK  
959 SEWARD STREET, HOLLYWOOD 38, CALIF

Men in TV production all say:

"The best spots come from Jamieson"



**JAMIESON**  
FILM COMPANY  
3825 Bryan • TA 3-8158 • Dallas

"clients include:

Fitzgerald Advertising Agency  
Crawford & Porter Advertising, Inc.  
McCann-Erickson, Inc.  
Tracy-Locke Company, Inc."

## TV STATIONS

WOR-TV, New York, which has previously relied on film for most of its programming, unveiled its "Project 13" plan for introducing new live shows this week.

The station will use its Thursday 9-9:30 p.m. slot to showcase 13 different live shows at the rate of one a week. At the end of the 13-week period, the best of the series will be spotted in WOR-TV's regular schedule.

This week WGBI-TV, Scranton-Wilkes-Barre, changes over to WDAU-TV, switches to higher power, new transmitting equipment and the highest antenna tower in that part of the country. Change-over hoopla includes a novel tie-in with the opening of the extension of the Pennsylvania turnpike. Cutting of the turnpike ribbon throws the switch for the birth of WDAU-TV... There will be a switch of Pittsburgh network tv affiliation as soon as the new WIIC goes on the air. At this point KDKA-TV, which currently carries all these networks, will become an affiliate of CBS TV. The new WIIC's affiliation will be with NBC TV.

RCA will hold a two-day color seminar (12-13 April) for tv broadcasters at the conclusion of the NARTB convention in Chicago... The third general conference of CBS TV affiliates will be held 5-6 April at WBBM-TV's new Chicago studios. Frank Stanton, CBS president, will address the opening session... WBRC-TV, Birmingham, received the following citations in the annual Associated Press radio-tv awards contest for 1956: a superior rating in the "Public Service Through News" category and a meritorious rating in the coverage of "State and Local News."

New appointments: Al Hollander new program director at WABC-TV, New York... Guy J. Parry has been appointed sales representative for WROC-TV, Rochester, N. Y... T. K. Barton is now executive v.p. and Douglas J. Romine is v.p. and station manager for the Arkansas Radio & Equipment Co. (which operates KARK & KARK-TV, Little Rock).

## RADIO STATIONS

KMA, the Shenandoah, Ia., station which helped play rainmaker by getting farmers in its area together behind a cloud-seeding project last year, plans to do a repeat this summer with an even larger target area.

KMA's public service project for the farmers had this result: Rainfall was increased at least 25% in the nine-county area last summer.

In Spencer, Ia., KICD has spearheaded a similar drought-combating promotion.

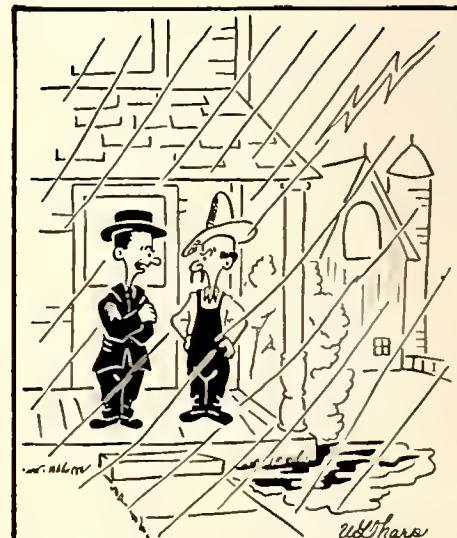
WPAT, Paterson, N. J., has announced a 30% rise in rates... KHON, Honolulu, has named Weed & Co. as national sales reps... Keystone Broadcasting System has added 16 new affiliates to bring the total to 934... KATZ, St. Louis, has been bought by the Rollins Broadcasting Co. for \$110,000.

Personnel notes: Bernard J. McGuiness, Jr. has been appointed general manager of WGIR, Manchester, N. H... Donald R. Powers has been made manager of owned and operated stations of the Maine Broadcasting System... John F. Screen is the new manager of WDSU, New Orleans.

## ASSOCIATIONS

BMI will start a series of 40 Radio Program Clinics starting 27 April in Seattle and winding-up 21 June in Colorado.

This is the seventh consecutive year BMI has conducted the Clinics. A team of out-of-state broadcaster-speakers representing stations of various



"We never had weather like this until KRIZ Phoenix started forecasting!"

types and sizes along with speakers from each state in which a Clinic is held all participate in these forums on programming.

William G. "Bill" Power, ad manager of Chevrolet, will address the opening session (9 June) of the Advertising Federation of America convention in Miami.

Another topic on the agenda will be "The Threat of Government Interference."

The American Women in Radio and Television sixth annual convention (St. Louis, 25-28 April) will be highlighted by a special BMI Clinic.

Theme of the convention is "The Scope of the Feminine Field."

New officers elected by the AAAA East Central Region are: Wilfred F. Howard, v.p. at JWT, Detroit, as chairman; Robert E. Anderson, v.p. BBDO, Detroit, as vice chairman; J. Milnor Roberts, president Sykes Advertising, Pittsburgh, as secretary-treasurer; and C. M. Robertson, Jr., president Ralph H. Jones Co., Cincinnati, as a governor. . . The Advertising Council is conducting a \$2 million nationwide advertising campaign in behalf of financial aid to higher education.

The Television Pioneers, a new group, will hold an organizational meeting in Chicago on 8 April, just in advance of the NARTB convention. . . Roger Barton, project director for Alfred Politz Research will be keynote speaker for the 7th annual Western States Advertising Agencies Association to be held in Palm Springs 25-27 April.

## COMMERCIALS

Here's how ARB rates the "Best Liked Commercials," as based on its national diary for January 1957.

1. Piel's Beer	8.4
2. Ipana	5.0



3. Hamm's	1.3
4. Winston	3.9
5. Dodge	3.1
6. Ford	2.7
7. Gillette	2.3
8. Alka Seltzer	2.2
9. Jello	2.2
10. Rheingold	2.0
11. G.E.	1.9
12. Maypo	1.8
13. L&M	1.6
14. Camels	1.4
15. Snowdrift	1.1
16. Kraft	1.3
17. Pamper	1.3
18. Revlon	1.2
19. Lucky Strike	1.1
20. Gulf	1.0
20. Plymouth	1.0

## FINANCIAL

Bristol-Myers sales reached a record high of \$89,403,544 for 1956, previous year's figure was \$75,746,827. Net income was \$5,586,168 as compared to \$4,865,752 for 1955. Bristol-Myers is heavy in both network and spot.

Schick Inc. net sales and earnings reached record highs in 1956. Sales were \$27,512,830 against \$24,628,995 in 1955. Income amounted to \$3,157,686 as compared to \$2,503,706 for the previous year (this is a 26.1% increase). Schick uses network tv.

Zenith Radio Corp. annual report shows earnings of \$6,178,717 for 1956 down from the \$8,034,491 earned in 1955, but the 1956 figure was the second highest in the company's history. Sales were also down with \$141,529,855 as compared with \$152,905,005 in 1955. Zenith uses spot in scattered markets throughout the country.

Allen B. DuMont Laboratories showed a loss of \$3,837,000 on sales of \$47,401,000 for 1956. In 1955 DuMont's loss was \$3,674,000 on sales of \$66,378,000. The DuMont report states that the lower sales figures in 1956 "reflect the absence of broadcasting income since the spin-off of the DuMont Broadcasting Corp."

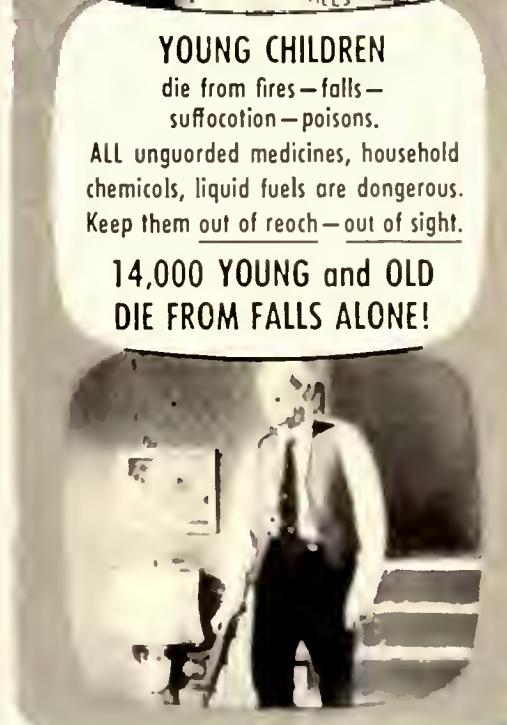
Teleprompter Corp. reports gross revenues of \$1,784,607 for 1956. This is a 47% gain from the \$1,215,559 figure for 1955. Net income was 114% above 1955 with \$206,841 as compared to \$96,713 for the previous year.

## Be a PRIVATE EYE for HOME SAFETY



Find Home Dangers  
in time!

28,000 DIE YEARLY  
in Home Accidents!



YOUNG CHILDREN  
die from fires—falls—  
suffocation—poisons.

ALL unguarded medicines, household  
chemicals, liquid fuels are dangerous.  
Keep them out of reach—out of sight.

14,000 YOUNG and OLD  
DIE FROM FALLS ALONE!



stay alert! stay alive!

Make all your family  
"PRIVATE EYES"



Contributed as a public service by  
THE ADVERTISING COUNCIL  
THE NATIONAL SAFETY COUNCIL



# new way to boost sales all year 'round

reserve space *now* in

## THE ADVERTISING CENTER

permanent exhibit center for  
advertising and sales promotion  
products, services, ideas

opening May 20—4000 sq. ft. Young & Rubicam Bldg.

285 Madison Ave. at 41st St., New York

### THE ADVERTISING CENTER

285 Madison Avenue, New York 17, N. Y. • MU 6-2929

*Larry Schwartz, Pres. • Henry G. Burger, Exec. Director*

#### NATIONAL ADVISORY BOARD (partial list)

Philip J. Kelly, Calvert Distillers • Paul J. Geden, Burlington Mills •  
Herbert Shayne, Hudson Pulp & Paper Corp. • Wm. J. Jeffery, B.B.D.O. •  
E. M. Van Duzer, Eastern Airlines • Richard J. Brown, U. S. Plywood Corp.



#### CONSISTENT YEAR-ROUND TRAFFIC

1. Street-level location—free admission.
2. Content of exhibits changes constantly.
3. Special interest displays throughout the year.
4. Advertisers exchange service—hundreds of advertising and publicity tie-in opportunities—hundreds of products available as props or give-aways are listed FREE on the Center's "Big Board."
5. Full-scale publicity program.
6. Reference library.
7. Conference room seating 50.

#### HERE'S HOW THE CENTER CREATES SALES FOR YOU

1. Your phone number is right next to your display.
2. Telephones for "hot" customers to call you.
3. Your literature distributed at your exhibit.
4. Visitors request additional information on directory card listing all exhibitors. You get these names within 24 hours.
5. Center will mail your literature throughout U. S.

#### IT'S EASY TO EXHIBIT — HERE'S ALL YOU DO

1. Decide what size display(s) and which categories you wish to display in.
2. Mail space reservation now.
3. Ship the materials you want displayed to The Advertising Center, with a supply of literature and/or samples. Allow 1 week for installation, or you may install yourself. No charge for ordinary mounting and installation.
- 110 and 220 volt electricity available without charge.

ONLY \$15 PER MONTH

per unit of exhibit space—1 ft.  
x 1 ft. of wall space or 1 ft. x 1  
ft. x 1 ft. of cubic floor space

mail now to be sure of space

#### SPACE RESERVATION

THE ADVERTISING CENTER, INC., 285 MADISON AVE., NEW YORK 17, N. Y.  
Please reserve the following exhibit units under the following categories  
@ \$15 per unit, commencing May 20, 1957.

No. of Units	Category	No. of Units	Category	No. of Units	Category
—	Sales Promotion, Sales Training	—	Letterpress and Production	—	Colorprints & Transparencies
—	Direct Mail	—	Packaging and Paper	—	Typography
—	Point of Purchase	—	Art	—	Binders
—	Visual Aids	—	Convention and Sales Meeting Exhibits	—	Charts & Signs
—	Premiums	—	Other Displays	—	Sales Incentives
—	Advertising Specialties	—	Photoprints	—	Media, Advertising Services, Business Machines, General
—	Photography	—		—	TOTAL UNITS _____
—	Offset Lithography				

Name \_\_\_\_\_ Address \_\_\_\_\_  
Title \_\_\_\_\_ City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
Company \_\_\_\_\_ Signature \_\_\_\_\_

# NEW AND RENEW

## NEW ON TELEVISION NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
California Packing, SF Evinrude Motors, Milwaukee	Mc-E, SF Cramer-Krasselt, Milwaukee	CBS 68 ABC	Garry Moore; alt F 10 30-10 45 am, 12 Apr 13 alt wks Hollywood Film Theatre, Su 7 30 9 pm 1 partic per wk 7 Apr
Lever Bros, NY Lever Bros, NY Lever Bros, NY Procter & Gamble, Cin	BBDO, NY BBDO, NY BBDO, NY DFS, NY	NBC 57 NBC 57 NBC 57 NBC 80	Truth or Consequences, W F 11 45 12 n, 1 May, 52 wks Comedy Time; W 5-5:15 pm, 1 May, 52 wks Price Is Right; F 11-11:15 am, 3 May, 52 wks Tic Tac Dough; M 12-12:15 pm Tu, W alt Th F 12 15- 12 30 pm, 1 Apr; 52 wks
R. J. Reynolds, Winston-Salem Williamson-Dickie, Ft. Worth	Esty, NY Evans & Asso, Ft. Worth	NBC 110 ABC	Baseball Sa aft, 14 spon 6 Apr 26 wks Ozark Jubilee; Sa 10-11 pm 1 partic alt wks 23 Mar

## RENEWED ON TELEVISION NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
American Home Products, NY American Home Products, NY General Foods, White Plains, NY Hartz Mountain, NY H. J. Heinz, Pittsburgh	Bates, NY Bates, NY B&B, NY Hartman, Chi Maxon, Detroit	CBS 190 CBS 177 CBS 190 ABC NBC 57	Secret Storm; M-F 4 15-4:30 pm, 29 Apr, 52 wks Love Of Life; M-F 12:15-12:30 pm, 29 Apr 52 wks December Bride; M 9:30-10 pm; 1 Apr, 52 wks Circus Time; Th 8-9 pm; partic, 21 Mar Capt. Gallant; Sa 11:30-12 n; 30 Mar-25 May 31 Aug- Mar, 1958
Pharmaceuticals, Newark	Kletter, NY	CBS 163	To Tell The Truth; Tu 9-9 30 pm 2 Apr; 52 wks

## RENEWED ON RADIO NETWORKS

SPONSOR	AGENCY	STATIONS	PROGRAM, time, start, duration
Drackett Co, Cin General Foods, White Plains, NY Pharma-Craft, Batavia, Ill Sandura, Phila	R. H. Jones, Cin B&B, NY JWT, Chi Hicks & Greist, NY	ABC ABC CBS 201 ABC	Breakfast Club; Th, F 9:35-9:40 am; 4 Apr Breakfast Club; M-F 9:45-9:50 am; 1 Apr 52 wks House Party; M, Th 3:15-3:30 pm; 1/2 spon, 1B Mar 26 wks Breakfast Club; Tu 9:40-9:45 am; 8 Apr

## BROADCAST INDUSTRY EXECUTIVES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Gene Accas	ABC Tv Net, NY, admin officer	Same, admin vp
Robert Adams	CBS Tv, Hy, asst to producer Playhouse 90	ABC Tv, Hy, exec producer-Hy program dept
Bob Allen	KEY-T, Santa Barbara, regional sls rep	McGavren-Quinn, LA, sls
Arnold Alpert	Sponsor, NY, advtng dir	Same, also vp
Dick Amundson	KNOE, Monroe, La, mgr	WYOU, WACH-TV, Norfolk, gen mgr
Arthur C. Arkelian	WEAT, West Palm Beach, radio sls	WERE, Cleve, acct exec-local sls
Bertram Berman	CBS Tv Net, NY, daytime program dir	Same, dir daytime program devel
Roland Blair	CBS Tv, Chi, acct exec	Same, midwestern sls mgr
Richard C. Block	KCRA-TV, Sacramento, promotion mgr	KRON-TV, SF, dir sls promotion & merch
William H. Brennan	CBS Radio, producer-dir	Same, Hy, western div mgr-stn relations
Don Brownrigg	KDON, Salinas, Cal	KWIZ, Santa Ana, Cal, sls
John N. Calley	NBC Tv Program Dept, NY, gen program exec	Same, mgr-program services
Barney Clark	Capper Publications, super r-tv sls	McGavren-Quinn, Chi, office mgr
George Comtois	ABC Radio Net, NY, nat sls mgr	Same, vp chg sls
Ralph Conner	Headley Reed, NY, sls exec	Bolling Co, NY, radio sls
Clyde T. Coulter		TPA, Toledo, acct exec
Donald W. Coyle	ABC Tv Net, NY, dir sls devel & research	Same, vp chg sls devel & research
Jesse H. Cripe	WTJV-TV, Miami, asst operations mgr	WFCA-TV, Jacksonville, Fla, sln mgr
William Crumley	Young Tv, NY, research dir	Same, vp chg research & a director
Ted Eiland	WPTV, Palm Beach, gen mgr & dir sls	WTVI, Miami, local sls mgr
Gene Emerald	WMIL, Milwaukee, chg morning show	WISN, Milwaukee, sls
Paul Evans	Storer B'casting, Chi, mid-west radio sls mgr	Same, NY, NY sls mgr for WSPD, Toledo WJW Cleve; WJBK, Detroit
Arthur P. Fitzgibbons	CFCM-TV, Quebec City, commercial mgr	CKMI-TV, Quebec City, dir operations
Edwin S. Friendly, Jr.	CBS Tv Net, NY, gen mgr Project 600	Same, daytime program dir
Sidney C. Furst	BBDO, NY, research acct exec	ABC Radio Net, NY, sls presentation writer
Rowe S. Giesen		ABC, Hy, ABC-Disney coordinator
Harry S. Goodman	Radio Tv Representatives, NY, pres	Same, chairman bd
Joe Graham	ABC, NY	Dallas Film Industries, Dallas, pres

# NEW AND RENEW

## BROADCAST INDUSTRY EXECUTIVES *continued . . .*

NAME	NEW AFFILIATION	FORMER AFFILIATION
Richard Grand	CBS Tv, NY, acct exec-net sls	KAIR, Tucson, sls mgr
Robert Hoag	CBS Tv Spot Sales, NY, acct exec	Same, mgr program sls
Richard P. Hogue	Edward Kletter, NY, mgr r-tv	WXIX, Milwaukee, gen sls mgr
Al Hollander	Storer B'casting, Chi mid-west tv sls mgr	WABC-TV, NY, program dir
Lewis Johnson	ABC, NY, radio net co-op sls	Same, NY, NY sls mgr for WJBK-TV, Detroit
Robert H. Karpas	Stone Associates, NY, counsel & dir business affairs	Devney & Co, NY, acct exec
Milton P. Kayle	Storer B'casting, chg advertiser contacts	TPA, NY, resident counsel
William E. Kelley	WDSU-TV, New Orleans, varied	WJW-TV, Cleve, NY sls mgr
John Kent	CBS Tv, NY, eastern sls mgr	Same, dir public affairs
George Klayer	Texanico Enterprises, NY, producer	Same, net sls mgr
Jerry Landay	WFAA-TV, Dallas, promotion mgr	Same, vp
Charles E. Larkins	Midwestern Broadcasting School, Chi, dean	KTVX, Muskogee-Tulsa, sls promotion, publicity & merch dir
Paul Law	RCA, NY, vp & Operations mgr-record div	WLW-D, Dayton, program dir
Howard L. Letts	WMAL Radio, Wash DC, local sls mgr	NBC, NY, chg business affairs dept-tv programs & sls
Bertram Libin	NBC Spot Sales, NY, sls presentation writer	Same, gen sls mgr
Anthony Liotti	WIBW, WIBW-TV, Topeka, gen mgr	Same, r-tv research super
Ben Ludy		Capper Publications-Stauffer Publications, Chi, nat advtng r-tv sls mgr
Thomas Lufkin	ABC Tv Net, Hy, ABC-MGM coordinator	Same, service mgr
Jean MacClean	KGAY, Salem, Ore	KWIZ, Santa Ana, Cal, sls
Bob Mansur	WFAA, Dallas, staff announcer	Same, promotion mgr
Sam K. Maxwell, Jr.	CBS Tv, midwestern sls mgr	Same, eastern sls mgr
Terrence McGuirk	CBS Tv, NY, sls mgr-special unit EMP	CBS Tv Spot Sales, NY, acct exec
John Morgan	Encyclopedia Britannica, SF, procurement mgr	TPA, St. Louis, acct exec
Ralph W. Nimmons	WFAA-TV, Dallas, mgr	WFCA-TV, Jacksonville, Fla, gen sls mgr
James F. O'Grady	Young Tv, NY, asst sls mgr	Same, also member bd
Sid Plotkin		WISN, Milwaukee, sls
Jean A. Pouliot	Famous Players, exec engineer	Television de Quebec Limitee, Quebec City, gen mgr
Jason Rabinovitz	ABC Tv Net, NY, admin officer	Same, admin vp
George Rice	WABC-TV, NY, program dir	KGO-TV, SF, mgmt position
Stephen Riddleberger	ABC Radio Net, NY, business mgr	Same, admin vp
Morris Rittenberg	NBC Tv, NY, mgr sls devel-net sls	Same, mgr special program sls-tv net
James M. Robinson	Research Institute of America, NY	TPA, Raleigh, acct exec
Don Rodgers	WRIB, Providence, program dir	WVDA, Boston, program dir
Peter Roper	Andrews Associates, Cleve	WERE, Cleve, mgr publicity-promotion dept
Ralph R. Rust	WJBK, Pittsburg, Kan, mgr	Same, program dir
Thad Sandstrom		WIBW, WIBW-TV, Topeka, gen mgr
Louis Sanman	ABC Tv Net, Hy, program dept	Same, production super
George A. Schmidt		Radio Tv Representatives, NY, sls exec
Thomas J. Severin	WMAR-TV, Baltimore, Program mgr	Same, dir public service
Dean Shaffner	ABC Radio Net, NY, dir sls devel & research	Same, vp chg sls devel & research
Theodore F. Shaker	WXIX, Milwaukee, sls mgr	CBS Tv, NY, acct exec-net sls
Richard L. Stahlberger	WCBS Radio, NY, asst sls promotion mgr	Same, sls promotion mgr
Carl M. Stanton	NBC, NY, vp-tv programs & sls-business affairs	Same, chg coordination color tv operations
Peggy Stone	Radio Tv Representatives, NY, vp	Same, pres
Joe Story	KCKN, Kansas City, gen mgr	KCMO, Kansas City, sls
Walter L. Thrift, II		TPA, southeastern area, acct exec
Harold C. Tunison	Broadway Dept Store, LA, sls mgr	TPA, Davenport, Ia, acct exec
Howard Van der Meulen	WBUF, Buffalo, advtng & sls promotion	Same, mgr press & publicity
Bill Vidal	WBOF, Virginia Beach, commercial mgr	WYOU, WACH-TV, Norfolk, sls mgr
Beth Weissman		Radio Tv Representatives, NY, admin exec
Wayne J. Wynne	KCGM, Albuquerque, sls	KGO, SF, acct exec

## ADVERTISING AGENCY PERSONNEL CHANGES

NAME	FORMER AFFILIATION	NEW AFFILIATION
Howard L. Bergman	Grey, NY, dir sls promotion dept	Same, also vp
George S. Bogart	Calkins & Holden, Chi, acct super	Same, vp chg office
Philip Brooks	Doherty, Clifford, Steers & Shensfield, NY, acct exec	Same, vp
Gene E. Bryson	Erwin, Wasey, LA, acct exec	Mc-E, LA, acct exec
Jorge Cardoze	Y&R, Mexico City, asst mgr	Same, Caracas, Venezuela, mgr
C. W. Christenberry, Jr.	Ayer, NY, staff producer-dir-r & tv	Guild, Bascom & Bonfigli, NY, exec producer
Christopher Cross	Grey, NY, dir publicity-promotion dept	Same, also vp
Paul J. Doniger	Battistone, Bruce & Doniger, NY, vp & media dir	Hoffman-Manning, NY, acct exec & media consultant
Jack W. Edwards	Grant Advtng, SF, vp & mgr	Same, Dallas, vp & mgr
Robert L. Finch	Lester L. Jacobs, Chi, vp	Grant, Schwenck & Baker, Chi, acct exec
Paul L. Klein	Doyle Dane Bernbach, NY, sls research	Same, mgr research dept
Norman Lauchner	DFS, NY, acct exec	Same, vp
Richard J. Martell	Grey, NY, acct exec	Same, also vp
William R. Morrison	G. F. Sweet Co, Hartford, Conn	Cooney & Connor, Worcester, Mass, vp & creative dir
Donald Plouff	Fessel & Plouff, Louisville, Ky, pres	Grey, NY, acct exec
Gene Reichert	Mc-E, NY, senior tv & print copy writer	J. M. Mathes, NY, writer-producer-r, tv & motion pic dept
Val Ritter	Ayer, NY, mediabuyer	Cunningham & Walsh, NY, timebuyer
John Rockwell	Doherty, Clifford, Steers & Shensfield, NY, acct exec	Same, vp
Robert Russell	Norman, Craig & Kummel, NY, acct exec	Marschalk & Pratt div Mc-E, NY, acct exec
George E. Simons	K&E, NY, vp & acct super	B&B, NY, vp & acct super
George Henry Smith		August Dorr Associates, Miami, tv dir
Earle G. Traux	Woman's Home Companion, advtng mgr	Carl S. Brown, NY, media dept
Harry W. Witt	Calkins & Holden, LA, vp	Reach, McClinton, LA, mgr

# ASCAP MUSIC Sells the Main Street Merchant.

## The Editor's Corner



### Now for 'The Pizza Polka'

SUPERMARKET NEWS, MONDAY, FEBRUARY 18, 1957

Into the deadly serious business of food distribution comes a gay note from the American Society of Composers, Authors & Publishers. It has just completed a project that should broaden the horizon for any supermarket operator who believes the only music in his market is what has been described as the merry jingle of the cash register.

Some 1,000 song titles that pertain to businesses of various types have been catalogued by ASCAP in a booklet it calls, "Music for the Main Street Merchant."

There are deathless ditties for each retail industry. For the clothing store, Jimmy Durante's "I'll Do the Strut-Away in My Cutaway," and a few dozen other melodic morsels are listed. There are no less than 15 just beginning with the letter "S" among the sophisticated symphonies for the shoe field, tunes we all know and love, like "Saddle Shoe Boogie," "Sand in My Shoes," "Shoe Shine Boy," and others.

It is more than a listing of musical compositions, for this booklet sings of technological progress as it covers the home furnishings industry by moving on from "Washboard Blues" to the "Washing Machine Blues," by different composers and publishers who we are left to assume may not even know each other.

But it is the supermarket operator whose merchandise is leader of them all as inspiration for the tunesmiths. About 405 titles fall in his domain.

There are classics like "I Like Bananas, Because They Have No Bones," "I'm Putting All My Eggs in One Basket," and a listing here reproduced verbatim: "Who Threw the Overalls in Mrs. Murphy's Chowder? See: Apparel."

Others do not have as familiar a ring, but by title alone would seem to deserve more recognition. We refer to "How Lovely Cooks the Meat," "Chicken Foot, Sparagrass, Hominy 'N Butter," "Gooseberries Ain't Got Legs," and "A Strawberry Moon in a Blueberry Sky."

There's cacophony in the conflicting concepts of "Life Is Just a Bowl of Cherries," and "Life Is Like a Slice of Cake," but the point shines through that Tin Pan Alley can make a song out of a can of cream of mushroom soup.

The ASCAP collation makes fine reading. It also suggests that perhaps the food trade might institute some annual award to the songwriter who best interprets the mood of the supermarket industry. Then we might add to the listing such items as "The Trading Stamp Stomp," or "The 9 P.M. Checker Blues."

At least, it's a pleasant diversion from thoughts of tight money, the need for better middle-management executives and the danger of overexpansion.

—Julian H. Handler



AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS  
575 Madison Avenue, New York 22, New York

INVEST  
YOUR TV DOLLARS  
WHERE THEY BRING  
LARGER DIVIDENDS

The latest NIELSEN SURVEY proves that KTBS-TV, CHANNEL 3 gives you more . . . more TV homes . . . reaches more of these TV homes MONTHLY and WEEKLY . . . delivers more for your money.

316,400 HOMES in KTBS-TV AREA give you a bonus of 31,900 homes over Station B, according to A. C. Nielsen Co., world's largest statistical and rating organization.

157,980 TELEVISION HOMES in KTBS-TV AREA, a bonus of 13,120 over Station B, is shown by the Nielsen Survey.

136,860 HOMES REACHED MONTHLY by KTBS-TV, a bonus of 6,740 over Station B, proven by Nielsen.

131,870 HOMES REACHED WEEKLY by KTBS-TV, a bonus of 5,120 over Station B is shown by Nielsen.

KTBS-TV with its maximum power is the place to be . . . there's more to see on Channel 3 . . . and more people see it!

**KTBS-TV**  
CHANNEL  
3  
SHREVEPORT  
LOUISIANA

E. NEWTON WRAY, President & Gen. Mgr.  
NBC and ABC

Represented by

**Edward Petry & Co., Inc.**

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

## SPOT BUYS

### TV BUYS

**Carter Products, Inc.**, New York, is planning to enter many top markets to promote its men's shaving cream. Rise. April-scheduled campaign will run for 26 weeks. The advertiser is seeking pre- and post-sports shows of every type for full sponsorship or participation. Alternate plan is to place minute commercials during late-hour segments in about 100 markets, with news and weather slots preferred. The number of announcements per week would vary from market to market. Basic strategy: to reach men at the lowest cost-per-1,000. Buying has started. Buyers: Bill Abrams and Tom O'Dey. Agency: SSCB, New York.

**American Safety Razor Corp.**, New York, is buying *I Led Three Lives* and other half-hour action film shows which attract large male audiences in many major markets. Schedule for its safety blades begins soon, will run 52 weeks. Commercials will be on film. Buying is completed. Buyer: Murray Rossis. Agency: M-E, New York.

### RADIO BUYS

**Noxzema Chemical Co.**, Baltimore, is entering a number of markets in the East to advertise its men's shaving cream. Campaign begins this month and will run for 52 weeks. The number of announcements per week will vary from market to market. Buying has just begun. Buyer: Roger Bumstead. Agency: MacManus, John and Adams, New York.

### RADIO AND TV BUYS

**National Biscuit Co.**, New York, is going into markets throughout the country to advertise one of its cracker products. Campaign will begin in early May for a four-week special promotion. Spot radio and tv will not be bought in the same markets. Average number of announcements per week is about four in each of the 35 tv markets. 20-second film commercials will be slotted during nighttime segments to reach an adult audience. Radio will be used in a limited number of markets on a saturation basis; average number of commercials per week in each market is about 50; 20 and 30-second live announcements will be scheduled for daytime hours. Buying has just begun. Buyer: Jane Podester. Agency: McCann-Erickson, New York.

**E. I. Du Pont De Nemours & Co.**, Wilmington, Del., is going into many markets to promote its car products and paints on tv; radio will be used in 12 markets to advertise its paints. April campaign will run 10-13 weeks. On tv, five-10 minute news-weather and sports shows, and *I Led Three Lives* and similar 30-minute shows, are being slotted. Schedules are all late week and nighttime segments. Strategy: to reach a predominantly male audience. Commercials are on film. On radio, minutes are being placed Wednesday through Saturday during early morning and early evening. Object is to reach both a male and female audience. E.I.D.'s will have a live tag for local dealer identification. Buying is completed. Buyer for tv: Trow Elliman. Radio: Jackie Moore. Agency: BBDO, New York.



## SPOT TV BRAND FIGURES (Continued from page 14)

<b>General Shoe Corp. (continued)</b>				
Flagg Shoes .....	57,870	Goetz Beer ....	218,810	Greenwood Packing Co. \$21,110
General Tire Dealers .....	\$32,190	Goetze, Albert F., Co. \$38,950		Carolina Pride Meats 21,110
General Tires .....	32,190	Meat Products 38,950		
General Tire & Rubber Co. ....	\$395,860	Gold Bond Co. \$30,590		Greyhound Corp. \$639,470
Employment .....	23,130	Gold Bond Mattress 30,590		Bus Travel 639,470
General Tires .....	363,960	Gold Bond Stamp Co. \$35,030		Griesedieck Bro. \$136,560
Tire Service .....	8,770	Stamps 35,030		Brew. Co. .... \$136,560
Genesee Brewing Co. ....	\$178,920	Gold Medal Candy Corp. \$151,160		Griesedieck Beer 136,560
Genesee Ale .....	51,070	Bonomo Turkish Taffy 150,190		Griffin Grocery Co. \$41,030
Genesee Beer .....	127,850	Rittenhouse Candies 970		Griffin Tea Reg. 25,480
Georgia Power Co. ....	\$40,350	Gold Seal Co. \$535,480		Various Foods 15,550
Appliances .....	6,210	Floor Wax 780		Grocery Store \$564,550
Electrical Products .....	34,140	Glass Wax 293,950		Products Co. .... \$564,550
Gerber Products Co. ....	\$25,250	Snowy Bleach 240,750		B. in B. Mushrooms 260,800
Baby Foods .....	25,250	Golden Grain Macaroni Co. \$28,490		Cream of Rice 70,150
Gibbons Brewery Co. ....	\$64,960	Golden Grain Macaroni 7,000		Fould's Macaroni 54,110
Gibbons Beer .....	64,960	Macaroni Products 20,280		Fould's Spaghetti 28,830
Gibson Art Co. ....	\$22,930	Spaghetti 1,210		Kitchen Bouquet 150,660
Greeting Cards .....	22,930	Golden Mix, Inc. \$62,610		Grove Laboratories, Inc. \$1,696,100
Gill, James C. Co. ....	\$114,250	Pancake Mix 62,610		Bromo-Quinine Cold Tablets 429,220
Gill's Coffee Inst. ....	4,230	Golden Nuggett Sweets \$22,240		Citroid 496,150
Gill's Coffee Inst./Reg. ....	74,100	Candy Bars 22,240		Defencin 8,940
Gill's Coffee Reg. ....	21,050	Golden State Co., Ltd. \$48,700		Fitch Hair Tonic 5,420
Gill's Tea Reg. ....	1,040	Dairy Products 48,700		Fitch Shampoo 32,580
Hotel Spec. Coffee Inst./Reg. ....	10,910	Good Humor Corp. \$167,810		4 Way Cold Tablets 723,790
Hotel Special Coffee Reg. ....	2,920	Ice Cream 167,810		Groveton Papers Co. \$158,330
Gillette Co. ....	\$1,782,860	Goodrich, B. F. Co. \$318,740		Blue Ribbon Napkins 68,540
Gillette Blades .....	21,900	Diamond Tires 1,690		Vanity Fair Tissues 89,790
Gillette Razors .....	49,100	Goodrich Tires 20,970		Gulf Brewing Co. \$94,580
Paper Mate .....	249,990	Hood P. F. Canvas Shoes 222,770		Buccaneer Beer 5,370
Bobbi Home Permanent .....	497,690	Hood Tires 50,710		Grand Prize Beer 89,210
Deep Magic Cleansing Lotion .....	102,900	Miller Tires 22,600		Gulf Oil Corp. \$89,930
Pamper Shampoo .....	421,190	Goodyear Tire & Rubber Co. \$38,950		Gulf Gas & Oil 12,900
Prom Home Permanent .....	202,530	Batteries 3,730		Gulfspray Insecticide 50,780
Prom Shampoo .....	2,860	Goodyear Tires 34,850		Trak Moth Killer 26,250
Toni Epic .....	870	Neolite Heels & Soles 370		Gunther Brewing Co. \$464,550
Toni Home Permanent .....	76,450	Gordon Baking Co. \$313,240		Gunther Ale 3,810
White Rain Shampoo .....	158,380	Silvercup Bread 313,240		Gunther Beer 460,740
Gilmar Record Co. ....	\$286,570	Gordon Foods Co. \$42,900		Gwaltney, P. D., Jr. & Co. \$20,260
Records .....	286,570	Potato Chips 42,900		Meats 20,260
Gladiola Biscuit Co. ....	\$64,840	Gordy Tire Co. \$42,900		H
Gladiola Canned Biscuits .....	64,840	Tires 42,900		Haberle Congress Brewing \$179,220
Glamorene, Inc. ....	\$891,960	Government Employees Ins. \$25,230		Ale 141,420
Glamorene .....	891,960	Insurance 25,230		Beer 37,800
Glamur Products, Inc. ....	\$103,930	Graham Co. \$22,620		Habitant Soup Co. \$60,520
Easy Glamur .....	103,930	Red Bow Oried Vegetables 22,620		Soups 60,520
Globe Milling Co. ....	\$21,290	Grand Union Food Stores \$126,560		Hall, Robert Clothes \$4,450,490
Flour .....	5,720	Grant Co. \$397,070		Hall, Martin L., Co. \$45,560
Pancake Mix .....	15,570	Various Mail Order Items 397,070		Hamm, Theo., Brewing Co. \$1,309,110
Gluek Brewing Co. ....	\$76,380	Great A & P Tea Co. .... \$902,830		Hamm Beer 1,309,110
Beer .....	76,380	A & P Food Stores 902,830		Hammer Beverage Co./Bottlers \$234,740
Godchaux Sugars, Inc. ....	\$163,560	Great Northern Railway Co. .... \$195,210		Ginger Ale 32,500
Sugar .....	163,560	Rail Travel 195,210		Soft Orinks 202,240
Goebel Brewing Co. ....	\$66,390	Great Western Furniture \$33,600		Hammond Organ Drs. \$38,910
Beer .....	66,390	Furniture 33,600		Hammond Organ 38,910
Goetz, M. K., Brewing Co. ....	\$367,040	Green Hill Super Market \$25,350		Hand, Peter, Brewing Co. \$314,790
Country Club Beer .....	148,230	Food Stores 25,350		



## SPOT TV BRAND FIGURES *continued . . .*

Helbros Watch Co., Inc.	\$87,890	Home Finance Co.	\$23,640	I.G.A. Stores	57,570	Jackson Brewing Co.	\$566,660
Helbros Watches	87,890	Loans	23,640	Independent Oil Co.	\$24,150	Jax Ale	1,690
Helm's Bakeries	\$61,540	Home Lines Agency, Inc.	\$29,020	Gas & Oil	24,150	Jax Beer	564,970
Baked Goods	45,640	Boat Travel	29,020	Instant Grip Co.	\$55,310	James Industries, Inc.	\$28,740
Bread	11,740	Home State Life Insurance	\$33,950	Instant Grip Cement	55,310	Slinky Toy	28,740
Pies	4,160	White Cross Insurance	33,950	International Breweries	\$39,760	Javatol Coffee Co.	\$43,340
Helzberg's Jewelers	\$42,180	Home Typewriter Sales	\$20,150	Iroquois Indian		Javatol Coffee	
Jewelry	42,180	Homemakers Co.	\$39,190	Head Beer	39,760	Inst./Reg.	43,340
Henderson Sugar Refinery	\$29,380	Homemakers Baked		International Harvester	\$38,780	Jenney Mfg. Co.	\$104,930
Superfine Sugar	29,380	Beans	39,190	Farm Equipment	13,630	Gas & Oil	104,930
Henke & Pillot Co.	\$21,150	Hood Chemical Co.	\$50,100	Tractors	13,790	Jewell, J. D., Inc.	\$102,130
Groceries	21,150	EZ Bleach	26,500	Trucks	11,360	Jesse Jewell's	
Henri's Food Products,		EZ Starch	8,020	International		Frozen Chicken	102,130
Inc.	\$26,350	Hood Bleach	950	Latex Corp.	\$1,322,960	Jewel Tea Co., Inc.	\$90,010
Henri's Foods	7,420	Hood Starch	140	Isodine	321,440	Jewel Foods	90,010
Henri's Salad Dressing	18,930	33 Bleach	11,690	Playtex Baby Pants	126,110	Joanna-Western Mills Co.	\$47,100
Hereford Heaven Co.	\$25,230	Zero Cleanser	2,800	Playtex Bra	237,130	Lamp Shades	970
Frozen Beef Products	25,230	Hood, H. P., & Sons, Inc.	\$150,940	Playtex Girdles	451,890	Window Shaes	46,130
Herrud Meat		Dairy Products	79,010	Playtex Gloves	186,390	Johnson, Walter H., Co.	\$97,020
Products Co.	\$36,240	Ice Cream	47,620	International		Candy	18,120
Meat Products	36,240	Milk	14,950	Milling Co.	\$402,560	Powerhouse Candy Bars	78,900
Hershel Cal. Fruit Prods.	\$34,100	Orange Juice	9,360	Robin Hood Flour	402,560	Johnson & Johnson	\$86,480
Contadina Tomato Paste	34,100	Hoover Vacuum		International Molded		Baby Shampoo	35,230
Hertz-U-Drive Co.	\$31,480	Cleaner Co.	\$36,990	Plastics, Inc.	\$21,290	Baby Toiletries	9,840
Drive-It-Yourself Cars	31,480	Hoover Vacuum Cleaners	36,990	Brook Park Dinnerware	21,290	Elastic Hosiery	4,120
Hess, Dr. & Clark, Inc.	\$30,270	Horn & Hardart		International Salt Co.	\$430,850	Foot Powder	11,740
Stock & Poultry		Baking Co.	\$30,030	Sterling Salt	430,850	Surgical Dressings	25,550
Remedies	30,270	Foods	30,030	International Shoe Co.	\$253,320	Johnson, S. C.,	
Heublein, G. F., Inc.	\$82,110	Household Finance Corp.	\$503,500	Accent Shoes	940	& Son, Inc.	\$142,320
Maltex	27,660	Insurance	10,070	John Roberts		Johnson's Auto Wax	1,700
Maypo Cereal	54,450	Loans	493,430	Men's Shoes	6,000	Johnson's Floor Wax	1,560
Highs Ice Cream Co.	\$23,640	Hubinger Co.	\$26,730	Peters Shoes	10,070	Johnson's	
Hiland Potato Chip Co.	\$48,770	Quick Elastic Starch	26,730	Poll Parrott Shoes	150,600	Furniture Wax	2,340
Potato Chips	48,770	Hudepohl Brewing Co.	\$55,540	Red Goose Shoes	30,050	Raid Insecticide	136,720
Hills Bros. Coffee, Inc.	\$1,077,370	Hudepohl Beer	55,540	Sundial Shoes	2,520	Johnson's Howard	\$92,270
Red Can Coffee Reg.	1,077,370	Hudson Pulp & Paper		Weatherbird Shoes	49,060	Restaurants	92,270
Hinshaw's Dept. Stores	\$54,600	Corp.	\$419,520	Yanigan's Shoes	4,080	Johnston, Robert, A., Co.	\$21,530
Hires, Charles E.,		Paper Hankies	10,390	Interstate Bakeries	\$359,880	Cookies & Crackers	21,530
Co./Bott.	\$120,670	Paper Napkins	409,130	Blue Seal Bread	50,250	Johnston Pie Co.	\$47,560
Hires Root Beer	120,670	Humble Oil &		Bread	125,280	Pies	47,560
Hi-V Corp.	\$127,850	Refining Co.	\$184,630	Butternut Bread	81,280	Jones Distributing Co.	\$47,320
Food Concentrates	430	Humble Gas & Oil	184,630	Log Cabin		IGA Food Stores	47,320
Orange Juice		Hunter Packing Co.	\$32,920	Sun Rich Bread	38,960	Jones Sausage Co.	\$39,290
Concentrate	127,420	Meats	32,920	Mrs. Karl's Bread	10,080	Meat Products	36,410
Hoffman Beverage		Hygeia Milk Co.	\$24,380	Weber's Bread	54,030	Sausage & Bacon	2,880
Co./ Bott.	\$94,550	Dairy Products	24,380	Iowa Elec. Light & Power	\$55,280		
Ginger Ale	56,180			Electricity	55,280		
Soft Drinks	28,850	Ideal Mortgage Co.	\$24,440	Ireland's Chili Co.	\$71,510		
Sparkling Water	9,520	Institutional	24,440	Barbecue Sauce	42,950		
Hollingshead, R. M.		Ideal Toy Corp.	\$22,500	Chili	11,270		
Corp.	\$39,970	Toys	22,500	Pit Bar BQ	3,380		
Floor Show Wax	34,320	Illinois Canning Co.	\$26,000	Sauces	13,910		
Hi Shine Auto Polish	1,210	Joan of Arc		Ironrite, Inc.	\$45,180		
Rhythm Motor Oil	2,430	Canned Foods	26,000	Ironrite Appliances	36,110		
Venus Car Polish	910	Illinois Meat Co.	\$180,210	Ironrite Ironers	9,070		
Whiz Automotive		Broadcast		Isbell's Univ. Beauty Cult.	\$25,910		
Products	1,100	Canned Meats	180,210	Beauty Culture	25,910		
Hollywood Brands, Inc.	\$167,820	Imperial Sugar Co.	\$108,240	Ivano, Inc.	\$77,970		
Big Time Candy Bar	5,910	Brown Sugar	11,790	Ivalon Sponges	77,750		
Butternut Candy Bar	12,400	Cane Sugar	96,450	Plumite Drain Cleaner	220		
Candy Bars	149,510	Independent Grocer's					
Holsum Baking/Bakeries	\$422,450	Alliance	\$96,570	J			
Bread	418,070	Groceries	39,000	J. F. G. Coffee Co.	\$73,090		
Crackers & Cookies	4,380			JFG Coffee Inst.	49,530		

## K

Kahn, David, Inc. \$45,990  
Wearever Pen 40,490  
Wearever Pencil 5,500

Kaiser Aluminum & Chemical \$339,320  
Kaiser Aluminum

Awnings 1,560  
Kaiser Aluminum Foil 281,000  
Kaiser Shade Screen 55,980  
Kaiser Storm Windows 780

Karl's Shoe Stores \$57,810

Kasser Distillers Prod. \$27,670  
King's Wine 27,670

Katz Drug Co. \$33,270  
Drug Stores 33,270

Kay, Gerold O., & Assoc. \$79,720  
Bendix Appliances 39,860

## J

J. F. G. Coffee Co. \$73,090  
JFG Coffee Inst. 49,530  
JFG Coffee Inst./Reg. 20,010  
JFG Coffee Reg. 3,550

<b>Kay, Gerold O., &amp; Assoc. (continued)</b>							
Crosley Radios .....	39,860	Knox Industries, Inc.	\$31,330	Lay, H. W., & Co.	\$74,370	Lion, Inc.	\$37,440
Keebler Biscuit Co. ....	<b>\$477,430</b>	Gas & Oil	31,330	Fun Popcorn	.. 2,760	Gibbons Beer	37,440
Cookies & Crackers .....	477,430	Knudsen Creamery Co.	\$168,780	Lay's Potato Chips	.. 71,610	Lion Oil Co.	\$70,200
Kelley's Food Products .....	<b>\$22,980</b>	Dairy Products	168,780	Lay Packing Co.	\$26,280	Gas & Oil	70,200
Kelly Potato Chips .....	22,980	Koester's Bakery	\$88,770	Meat Products	.. 26,280	Lionel Corp.	\$298,620
Kellogg Company ....	<b>\$4,810,530</b>	Bread	.. 88,770	Le Blanc Corp.	\$20,560	Toy Trains	298,620
All Bran .....	33,150	Kotarides Baking Co.	\$75,310	Hadacol	20,560	Lipton, Thomas J., Inc.	\$993,470
Corn Flakes .....	52,640	Mary Jane Bread	.. 75,310	Lee Baking Co.	\$21,010	Lipton's Soups	24,710
Fizz-Ade .....	72,510	Krantz Brewing Co.	\$65,260	Colonial Bread	21,010	Lipton's Tea Reg.	968,760
Gro-Pup Dog Food .....	81,120	Old Dutch Beer	.. 65,260	Lee Optical Co.	\$108,620	Little Crow Milling Co.	\$114,880
Rice Krispies .....	10,660	Kresge, S. S., Co.	\$346,610	Eyeglasses	71,760	Coco Wheats Cereal	114,880
Special K Cereal .....	1,028,600	Variety Stores	346,610	Optical Service	.. 36,860	Loblaw, Inc.	\$122,440
Sugar Frosted Flakes .....	49,770	Kroger Co.	\$678,160	Lee Tire & Rubber Corp.	\$103,890	Chain Food Stores	122,440
Sugar Corn Pops .....	143,760	Food Stores	.. 678,160	Lee Tires	.. 103,890	Local Loan Co.	\$26,980
Sugar Smacks .....	4,290	Krueger, G., Brewing Co.	\$347,170	Leeming, Thomas, & Co.,		Loans	26,980
Various Kellog Cereals .....	3,334,030	Krueger Ale	.. 153,620	Inc.	\$408,450	Lo-Calory Food Co.	\$197,550
Kendall Co. ....	<b>\$43,830</b>	Krueger Beer	.. 193,550	Ben-Gay	.. 408,450	Niron Weight Additive	197,550
Blue Jay Corn Remedies .....	39,710	Kruger's Jewelers	\$21,410	Leonard Refineries	\$101,900	Loma Linda Food Co.	\$77,170
Fling Deodorant .....	4,120	Jewelry	.. 21,410	D-X Motor Oil	36,510	Gravy Quik	55,200
Kenneth, Edward, Corp. ....	<b>\$25,800</b>	Kuner-Empson Co.	\$54,720	Leonard Gas	65,390	Rusket Flakes	1,770
Korn-X Foot Remedy .....	25,800	Canned Foods	.. 54,720	Leslie Salt Co.	\$216,180	Ruskets	20,200
Kent Feeds .....	<b>\$21,450</b>			Salt	.. 216,180	Lone Star Brewing Co.	\$432,440
Livestock & Poultry Feeds .....	21,450			Lever Brothers Co.	\$4,535,010	Lone Star Beer	432,440
Kern Food Products Co. ....	<b>\$24,680</b>	Labatt, John, Ltd.	\$122,210	Breeze	.. 64,620	Lone Star Gas Co.	\$72,620
Kern Jams & Jellies....	24,680	Ale	.. 80,130	Dove Toilet Soap	.. 497,710	Gas	.. 54,140
Kern's Bakery .....	<b>\$55,660</b>	Beer	.. 42,080	Good Luck Margarine	.. 51,730	Gas Ranges	.. 11,440
Bread .....	52,330	Labor Savers, Inc.	\$205,180	Hum Detergent	.. 18,420	Gas Refrigerators	.. 2,860
Cakes .....	4,330	Homecraft Electric		Imperial Margarine	.. 1,378,220	Services	.. 4,180
Keystone Steel & Wire Co. ....	<b>\$48,230</b>	Spray Gun	.. 205,180	Lifebuoy Soap	.. 77,570	Lorillard, P., & Co.	\$2,148,610
Fences .....	15,440	Lance, Inc.	\$55,270	Lucky Whip	.. 5,720	Kent Cigarettes	188,280
Steel & Wire .....	32,790	Peanut Products	.. 15,430	Lux Liquid Detergent	.. 15,810	Muriel Cigars	1,530
Kilpatrick's Bakeries ....	<b>\$103,280</b>	Peanuts	.. 2,570	Lux Toilet Soap	.. 57,950	Old Gold Cigarettes	1,958,800
Bakery Products .....	103,280	Potato Chips	.. 520	Pepsodent	.. 118,390	Louisiana State Rice Mill	\$97,290
Kimberly-Clark Corp. ....	<b>\$996,700</b>	Toastchee	.. 36,750	Rinso	.. 288,680	Co-China Doll Rice	1,940
Delsey Toilet Tissue .....	358,880	Land O Lakes Creameries	\$41,980	Silver Dust	.. 63,500	F. A. G. Rice	2,330
Kleenex Napkins .....	416,330	Butter	.. 15,580	Surf Detergent	.. 22,280	Mahatma Rice	41,540
Kleenex Paper Towels ..	30,860	Dairy Products	.. 26,400	Wisk	.. 1,874,410	Rice	35,730
Kleenex Tissues .....	190,630	Langendorf United		Levolor-Lorentzen, Inc.	\$36,270	Sonny Boy Rice	740
King Midas Flour Mills ....	<b>\$29,940</b>	Bakeries	.. \$700,740	Venetian Blinds	.. 36,270	Water Maid Rice	15,010
King Midas Flour .....	13,900	Bakery Products	.. 6,070	Lewis Food Co.	\$657,120	Lucky Lager Brewing Co.	\$680,600
V-10 Protein Bread .....	16,040	Barbara Ann Bread	.. 54,790	Dr. Ross Cat Food	.. 657,120	Lucky Lager Beer	680,600
Kingsbury Brewing Co. ....	<b>\$26,760</b>	Breads	.. 521,610	Dr. Ross Dog Food	.. 323,330	Ludens, Inc.	\$294,570
Beer .....	26,760	Butternut Bread	.. 14,300	Skippy Cat Food	.. 1,910	Cough Drops	216,840
Kirsch Beverages/ Bottlers .....	<b>\$25,003</b>	Cakes	.. 1,230	Skippy Dog Food	.. 61,870	Fifth Ave. Candy Bars	77,730
No-Cal Soft Drinks .....	25,000	Figuерette Bread	.. 650	Lewis-Howe Co.	\$61,600	Luer Packing Co.	\$74,140
Kitchens of Sara Lee .....	<b>\$205,210</b>	Holsum Bread	.. 4,290	Tums	.. 61,600	Meats	74,140
Cheese Cakes .....	1,850	Langendorf Bread	.. 97,800	Lexington Window Co.	\$28,970	Lufthansa Air Lines	\$24,380
Coffee Cakes .....	31,540	Lan-O-Sheen, Inc.	\$122,680	Windows	.. 28,970	Air Travel	24,380
Frozen Cakes .....	171,820	Lan-O-Sheen Cleaner	.. 102,750	Libby, McNeil & Libby	\$412,410	Lyon Van & Storage Co.	\$84,670
Kiwi Polish Co. ....	<b>\$61,350</b>	Lan-O-Wipe Cleaner	.. 19,930	Baby Foods	.. 189,970	Moving & Storage	84,670
Kiwi Shoe Polish .....	61,350	Lanvin Parfums, Inc.	\$347,910	Canned Pineapple	.. 120,660		
Knickerbocker Toy Co. ....	<b>\$23,220</b>	Lanvin Perfumes	.. 347,910	Frozen Foods	.. 19,360	<b>M</b>	
Toys .....	23,220	La Rosa, V., & Sons, Inc.	\$455,650	Pineapple Juice	.. 45,880	MFA Mutual Insurance Co.	\$35,230
Knomark Mfg. Co. ....	<b>\$83,570</b>	Egg Noodles	.. 16,680	Vim V-8 Vegetable	.. 36,540	Insurance	35,230
Esquire Shoe Polish .....	83,570	Macaroni	.. 400,770	Juice			
Knot Mfg. Co. ....	<b>\$24,610</b>	Pizza Mix	.. 760	Liebmann Breweries, Inc.	\$768,660	M. J. B. Co.	\$848,630
White Cap Pine Oil .....	24,610	Ravioli	.. 630	Rheingold Beer	.. 768,660	MJB Coffee Instant	16,700
Knowlton's Creamery .....	<b>\$32,400</b>	Spaghetti	.. 36,810	Liggett & Myers		MJB Coffee Inst. Reg.	427,580
Dairy Products .....	4,830	La Touraine Coffee Co.	\$20,730	Tobacco Co.	\$4,400,900	MJB Coffee Regular	312,980
Golden Flake Buttermilk..	12,910	La Touraine Coffee		Chesterfield	.. 1,106,590	MJB Rice	17,820
Ice Cream .....	14,660	Inst. Reg.	.. 11,730	L & M	.. 3,294,310	MJB Tea Reg.	53,230
		La Touraine Tea		Lima Bean Advisory		Tree Tea Reg.	20,320
		Inst./Reg.	.. 9,000	Board	\$31,550		
		Latrobe Brewing Co.	\$24,960	Lima Beans	.. 31,550	Madera Bonded Wine &	
		Rolling Rock Beer	.. 24,960	Lincoln Income Life Ins.	\$26,010	Liquor Co.	\$36,680
				Insurance	.. 26,010	Wines	36,680



## SPOT 'TV BRAND FIGURES *continued . . .*

Magees, Inc. ....	<b>\$71,500</b>
Electrical Appliances ....	71,500
Maggio, Joseph D. of California ....	<b>\$37,680</b>
Maggio Carrots ....	37,680
Magnolia Petroleum Co. ....	<b>\$254,260</b>
Mobilgas & Mobiloil ....	254,260
Maier Brewing Co. ....	<b>\$53,050</b>
Brew 102 Beer ....	53,050
Malt-o-Meal Co. ....	<b>\$323,120</b>
Malt-O-Meal ....	323,120
Manchester Hosiery Mills ....	<b>\$28,990</b>
Ironwear Hosiery ....	28,990
Mangels, Herold Co. ....	<b>\$94,420</b>
King Bleach ....	30,520
King Fluff ....	18,600
King Starch ....	45,020
King Syrup ....	280
Manhattan Coffee Co. ....	<b>\$47,550</b>
Manhattan Coffee Inst./Reg. ....	47,550
Manners Drive-In Restaurants ....	<b>\$42,120</b>
Mann's Potato Chip Co. ....	<b>\$55,660</b>
Potato Chips ....	55,660
Manor Bakeries Co. ....	<b>\$44,330</b>
Baked Goods ....	44,330
Manufacturers Light & Heat Co. ....	<b>\$31,980</b>
Gas Appliances ....	31,980
Marathon Corp. ....	<b>\$1,798,680</b>
Northern Napkins ....	12,970
Northern Tissues ....	1,072,790
Northern Towels ....	95,830
Paper Products ....	231,710
Waxtex ....	385,380
Marcal Paper Mills, Inc. ....	<b>\$165,650</b>
Marcal Paper Napkins ...	165,650
Marchand, Charles Co. ....	<b>\$34,870</b>
Hair Conditioner ....	9,990
Hair Rinse ....	9,990
Hair Wash ....	4,900
Shampoo ....	9,990
Marhoeffer Packing Co. ....	<b>\$21,570</b>
Meats ....	21,570
Marlowe Chemical Co. ....	<b>\$202,710</b>
Fire Chief Fire Exting....	202,710
Marlun Mfg. Co. ....	<b>\$78,170</b>
Black Angus Rotisseries	78,170
Mars, Inc. ....	<b>\$555,670</b>
Mars Candy Bars ....	496,260
Milky Way Candy Bars....	59,410
Martin Oil Co. ....	<b>\$126,660</b>
Martin Oil ....	126,660
Maryland Pharmaceutical Co. ....	<b>\$99,950</b>
Rem ....	99,950
Master Brand, Inc. ....	<b>\$32,670</b>
Trimm Candy ....	32,670
Max Factor & Co. ....	<b>\$3,181,730</b>
Courtley Deodorant ....	1,040
Courtley Toiletries ....	9,010
Dri-Mist Deodorant ....	427,180
Max Factor Cosmetics ....	1,926,600
Max Factor Creme Puff ....	11,390
Max Factor Deodorant ....	1,120
Max Factor Erace ....	11,390
Max Factor Hi-Fi ....	5,720
Max Factor Pancake....	6,800
Sof-Set Hair Spray ....	781,480
Maybelline Co. ....	<b>\$163,030</b>
Cosmetics ....	163,030
Mayer, Oscar, & Co. ....	<b>\$567,430</b>
Meat Products ....	567,430
Mayflower Warehouses ....	<b>\$34,980</b>
Moving & Storage ....	34,980
McCormack & Co., Inc. ....	<b>\$30,350</b>
Schilling Coffee Reg....	15,160
Spices ....	9,160
Tea Regular ....	6,030
McDaniel, Sam, & Sons ....	<b>\$28,560</b>
Bunker Hill Beef ....	17,640
Canned Meats ....	10,920
McDaniel's Markets ....	<b>\$62,400</b>
Food Stores ....	62,400
McKesson & Robbins, Inc. ....	<b>\$152,540</b>
Bexel Vitamins ....	106,450
Kessamin ....	23,770
Neo Aqua Drin ....	1,950
Surin Ointment ....	980
Tartan Suntan Lotion ....	2,700
Various Drugs ....	16,690
McLaughlin, W. F., & Co. ....	<b>\$580,890</b>
Manor House Coffee Inst. ....	144,390
Manor House Coffee Inst./Reg. ....	364,590
Manor House Coffee Reg. ....	71,910
McMahan Furniture Stores	<b>\$63,110</b>
Mead Baking Co. ....	<b>\$65,390</b>
Bunny Bread ....	65,390
Meads Baking Co. ....	<b>\$86,760</b>
Dottie Lee Bread ....	5,460
Meads Bread ....	78,060
Rolls ....	3,240
Melville Shoe Corp. ....	<b>\$54,120</b>
Thom McAnn Shoes ....	54,120
Mennen Co. ....	<b>\$595,500</b>
Mennen Afta Shave Lotion ....	216,580
Mennen After Shave Talcum ....	1,390
Mennen Cream Hair Oil ....	1,390
Mennen Foam Shave ....	86,350
Mennen Shampoo ....	2,490
Mennen Shave Cream ....	49,980
Mennen Skin Bracer ....	85,110
Mennen Skin Magic Cream ....	25,430
Mennen Spray Deodorant ....	44,190
Mennen Tube Shave ....	82,590
Merchants Biscuit Co. ....	<b>\$133,730</b>
Cookies & Crackers ....	78,090
Supreme Salad Wafers ..	55,640
Merck & Co. ....	<b>\$23,400</b>
Antibiotics ....	20,190
Fruit Freeze ....	3,210
M-G-M Pictures Corp. ....	<b>\$105,670</b>
Movie Publicity ....	105,670
Metro Mutual Insurance Co. ....	<b>\$43,440</b>
Gold Cross Insurance ....	43,440
Metropolis Brewery of N. J. ....	<b>\$33,780</b>
Champale Malt Liquor....	33,780
Metropolitan Utilities Dist. ....	<b>\$30,990</b>
Appliances ....	6,880
Bendix Appliances ....	680
Caloric Gas Ranges ....	1,080
Institutional ....	21,670
Universal Appliances ....	680
Miami Margarine Co. ....	<b>\$42,400</b>
Nu-Maid Margarine ....	42,400
Miami Valley Milk Assoc. ....	<b>\$22,080</b>
Dairy Products ....	22,080
Michigan Auto Club ....	<b>\$61,490</b>
Michigan Bakeries, Inc. ....	<b>\$51,350</b>
Aunt Fanny Bread ....	38,840
Michigan Bread ....	11,160
Rolls ....	1,350
Michigan Consolidated Gas	<b>\$48,220</b>
Utilities ....	48,220
Midwest Fruit Flavors, Inc. ....	<b>\$36,370</b>
Sonny Boy Fruit Flavor Concentrate ....	9,400
Sonny Boy Syrup ....	15,700
Sonny Boy Soft Drink ....	11,270
Midwest Refineries ....	<b>\$21,840</b>
White Rose Gasoline ....	21,840
Milani, Louis, Foods ....	<b>\$167,540</b>
1890 French Dressing ....	40,490
Milani Foods ...	51,750
Salad Dressings ....	75,300
Miles Laboratories, Inc. ....	<b>\$5,354,730</b>
Alka-Seltzer ....	4,498,070
Bactine ....	284,950
Nervine ....	43,450
One-A-Day Brand Vitamins ....	429,980
Tabcin ....	98,280
Milk for Health ....	<b>\$31,530</b>
Milk ....	31,530
Milk Foundation ....	<b>\$24,090</b>
Dairy Products ....	24,090
Milk Producers Federation	<b>\$44,460</b>
Milk ....	44,460
Miller Brewing Co. ....	<b>\$281,260</b>
Miller High Life Beer....	281,260
Milner Products Co. ....	<b>\$283,530</b>
Gala Bleach ....	360
Perma Starch ....	77,760
Pine Sol ....	205,050
White Wave Detergent ..	360
Minneapolis Brewing Co. ....	<b>\$220,900</b>
Grainbelt Beer ....	220,900
Minnesota Mining & Mfg. ....	<b>\$48,120</b>
Sasheen Ribbon Tape ....	4,510
Scotch Tape ....	43,610
Minute Maid Corp. ....	<b>\$1,939,010</b>
Frozen Fruit Juice ....	370,910
Frozen Orange Juice ..	352,930
Hi-C Orange Juice ....	117,310
Malted Mix ....	3,250
Snow Crop Frozen Foods ....	943,700
Snow Crop Frozen Juices ....	150,910
Mishawaka Rubber & Wool Mfg. ....	<b>\$136,300</b>
Red Ball Casual Footwear ....	136,300
Mission Pak ....	<b>\$108,820</b>
Dried Fruits ....	78,690
Glazed Fruits ....	7,410
Soft Drinks ....	22,720
Mogen David Wine Corp. ....	<b>\$21,480</b>
Mogen David Wine ....	21,480
Molson Brewery, Ltd. ....	<b>\$148,760</b>
Molson's Ale ....	97,950
Molson's Beer ....	50,810
Monarch Wine Co., Inc. ....	<b>\$505,930</b>
Manischewitz Wine ....	505,930
Monsanto Chemical ....	<b>\$192,000</b>
All Detergent ....	94,910
Nu Fabric Finish ....	1,780
Rez ....	14,990
Tile Crest Wall Tile....	6,690
Toy ....	73,630
Montana Power ....	<b>\$20,470</b>
Utilities ....	20,470
Montgomery Ward & Co. ....	<b>\$410,090</b>
Stores & Mail Order....	410,090
Mootz, E. W. Bakery ....	<b>\$25,730</b>
Sunbeam Bread ....	25,730
Morning Milk Co. ....	<b>\$20,670</b>
Condensed Milk ....	20,670
Morrell-Fellin Packing Co. ....	<b>\$48,180</b>
Meat Products ....	48,180
Morrell, John H., & Co. ....	<b>\$144,420</b>
Bacon ....	14,380
Ham ....	24,520
Meats ....	93,760
Red Heart Dog Food....	11,760
Morris, Philip, & Co. ....	<b>\$7,369,440</b>
Bond Street Tobacco..	3,380
Marlboro ....	3,404,200
Parliament ....	640,180
Philip Morris ....	3,079,480
Spud ....	242,200
Morton Food Co. ....	<b>\$37,160</b>
Bestyett Salad Dressing .	13,970
Black Pepper ....	2,170
Morton's Salad Dressing .	5,980
Potato Chips ....	14,070
Pure Honey ....	970
Mother's Cake & Cookie Co. ....	<b>\$52,940</b>
Cakes ....	37,470
Cookies ....	15,470
Motorists Mutual Ins. Co. ....	<b>\$61,240</b>
Auto Insurance ....	61,240
Mueller, C. F., Co. ....	<b>\$207,200</b>
Mueller's Macaroni ....	145,220
Mueller's Noodles ....	10,910
Mueller's Spaghetti....	51,070
Muller-Grocers Baking Co. ....	<b>\$34,080</b>
Baked Goods ....	27,780

Muller-Grocers Baking Co. (Cont.)	
Bread	4,610
Cookies	1,690
Muntz Television	\$30,420
TV Sets	30,420
Murine Co., Inc.	\$46,260
Murine	46,260
Murphy Prods. Co.	\$156,320
Livestock & Poultry Feed	156,320
Murray, Arthur, Dance Studios	\$23,040
Dance Instruction	23,040
Musselman, C. H., Co.	\$28,450
Apple Products	16,670
Canned Fruits	10,900
Fruit Pie Fillings	300
Jellies	580
Mystik Adhesive Products	\$47,760
Mystik Tape	47,760
Myzon, Inc.	\$39,440
Feed Additive Conditioner	39,440

## N

Naas Corp.	\$35,040
Vegamato	35,040
Narragansett Brewing Co.	\$290,410
Croft Ale	112,660
Narragansett Ale	77,460
Narragansett Beer	100,290
Nash Coffee Co.	\$91,090
Nash's Coffee Instant	28,350
Nash's Coffee Inst/Reg	48,880
Nash's Coffee Regular	13,860
Nash-Finch Corp.	\$33,720
Our Family Foods	33,720
National Airlines, Inc.	\$260,930
National Bakeries	\$22,730
Hollywood Bread	22,730
National Biscuit Co.	\$5,536,500
Dromedary Cake Mix	983,060
Dromedary Foods	12,470
Home Town Bread	9,020
Master Plan Bread	142,210
Milk Bone	77,370
Millbrook Bread	20,320
Nabisco Cookies & Crackers	3,059,090
Nabisco Shredded Wheat	178,110
Nabisco Shredded Wheat Jrs	203,670
Nabisco Various Cereals	166,270
NBC Bread	170,340
Pal Dog Foods	23,150
Ranger Joe Cereal	12,930
Rice Honeys	324,430
Wheat Honeys	154,060
National Brewing Co.	\$692,150
National Bohemian Beer	605,220
National Premium Beer	86,930
National Carbon Co.	\$342,690
Eveready Batteries	204,320
Prestone Anti-Freeze	138,370

National Clothing Co.	\$53,650
National Dairy Products	\$1,246,530
Kraft Cheese	288,590
Kraft Cottage Cheese	94,610
Kraft Deluxe Margarine	60,160
Kraft Italian Salad Dressing	760
Kraft Jams & Jellies	12,990
Kraft Marshmallows	9,700
Kraft Mayonnaise	11,040
Kraft Miniature Caramels	990
Kraft Miniature Marshmallows	62,000
Kraft Orange Juice	105,920
Kraft Parkay Margarine	220,520
Kraft-Various Products	157,250
Sealtest Dairy Products	153,050
Sealtest Ice Cream	68,950
National Distillers Corp.	\$28,570
Italian Swiss Colony Wine	28,570
National Food Stores	\$48,960
National Presto Ind. Appliances	522,470
National Tea Co. Food Stores	\$136,040
National Toilet Co.	\$75,030
Nadinola Cream	75,030
National Van Lines	\$34,480
Moving & Storage	34,480
Nationwide Insurance Co.	\$283,100
Natural Gas Co.	\$65,520
Natural Gas Utilities	65,520
Necchi Sew. Mach. Sales Co.	\$34,450
Elna Sewing Machines	7,690
Necchi Sewing Machines	26,760
Nehi Corp./Bottlers	\$1,614,150
Nehi	243,340
Par-T-Pak	40,470
Royal Crown Cola	1,328,700
Upper Ten	1,640
Nesbitt Fruit/Bottlers	\$46,210
Nesbitt's Soft Drink	46,210
Nestle Co., Inc.	\$2,374,920
Decaf Instant Coffee	717,320
King Mallow	4,510
Maggi Protein Drink	28,610
Nescafé Instant Coffee	324,130
Nestea Instant Tea	95,750
Nestle's Chocolate Bars	45,750
Nestle's Cookie Mix	1,030
Nestle's Eveready Cocoa	44,280
Nestle's Instant Coffee	1,098,010
Nestle's Quik	15,530
Neuhoff Packing Co.	\$195,120
Meat Products	130,720
Old Hickory Bacon & Hams	64,400

New England Confectionery	\$285,430
Bolster Bar	14,040
Necco Candies	142,810
Sky Bar	128,580
New England Provision Co.	\$71,710
Meats	71,710

New England Upholstery Co.	\$42,320
Simmonds Mattresses	42,320

New York Central Railroad	\$85,610
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Niagara Mfg. & Distr. Co.	\$22,480
Massage Equipment	22,480

Nic-L-Silver Battery Co.	\$41,640
Batteries	41,640

Nissen Baking Co.	\$142,460
Bakery Products	142,460

Norex Laboratories, Inc.	\$54,700
Amitone	54,700

Northern Pacific Railroad Co.	\$74,070
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Northern States Power Co.	\$97,940
Utilities	97,940

Northwest-Orient Airlines	\$63,750
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Norwich Pharmacal Co.	\$123,670
Pepto-Bismol	123,670

Noxzema Chemical Co.	\$41,580
Noxzema Shave Cream	26,770
Noxzema Skin Cream	14,810

Nutone, Inc.	\$35,030
Various Household Products	35,030

## O

O. J. Beauty Lotion Co.	\$47,280
Facial Lotion	47,280

Oak Cliff Baking Co.	\$24,980
Hollywood Bread	10,800
Sunbeam Bread	14,180

Oakite Products, Inc.	\$114,240
Oakite	114,240

O-Cedar Corp.	\$92,010
O-Cedar Mops	10,750
O-Cedar Polishes	63,430
O-Cedar Waxes	17,830

Oertel Brewing Co.	\$139,350
Beer	139,350

Ohio Fuel Gas Co.	\$32,460
Natural Gas	32,460

Ohio Oil Co.	\$299,990
Marathon Gas & Oil	299,990

Ohio Provision Co.	\$191,600
Meat Products	191,600

O'Keefe & Merritt Co.	\$57,550
Stoves	57,550

O'Keefe's, Inc.	\$84,260
Ale	60,380
Beer	16,030

O'Keefe's, Inc.	\$84,260
Stout	7,850
Utilities	36,360

Oklahoma Gas & Electric	\$36,360
Utilities	36,360

Oklahoma Oil Co.	\$127,020
Oklahoma Oil	127,020

Oklahoma Tire & Supply Co.	\$22,560
Car Supplies	12,660
Home Supplies	4,470
Schick Electric Razor	4,810
Tires	620</



## SPOT TV BRAND FIGURES *continued . . .*

Pate Oil Co. ....	\$63,730	Pfaff Sewing Mach. Sales	\$35,350	Pilsner Brewing Co. ....	\$235,720	Lava Soap .....	1,288,630
Gas & Oil ....	63,730	Pfaff Sewing Machines	35,350	P. O. C. Beer .....	235,720	Lilt Home	
Patterson, C. J., Co. ....	\$26,410	Pfeiffer Brewing Co. ....	\$228,980	Pinkham, Lydia E.,		Permanent .....	201,570
Bread .....	26,410	Beer .....	228,980	Med. Co. ....	\$76,020	Oxydol .....	774,220
Paul's, Mrs., Kitchen ....	\$173,970	Pfeiffer Food Prod. Inc. ....	\$55,500	Pinkham, Lydia E.,		Pin-It Home	
Frozen Sea Foods .....	155,350	Salad Dressing .....	55,500	Veg. Compound .....	76,020	Permanent .....	7,210
Mrs. Paul's Frozen Foods .....	18,620	Pfizer, Charles, Co., Inc. ....	\$264,340	Pio Wine Co. ....	\$40,760	Prell Shampoo .....	226,030
Paxton & Gallagher Co. ....	\$665,810	Animal Medicine .....	32,150	Hi Boy Wine .....	3,120	Secret Cream	
Butter-Nut Coffee Reg. ....	665,810	Bonadettes .....	73,130	Pio Wine .....	37,640	Deodorant .....	27,390
Paxton & Vierling .....	\$33,280	Candettes .....	114,420	Pioneer Hi-Bred Corn Co. ....	\$20,800	Secret Home	
Steel Construction Mat. ....	33,280	Feed Supplements .....	31,880	Hybrid Corn .....	17,030	Permanent .....	3,730
Paxton Wholesale Grocery ....	\$21,840	Hog Minerals .....	1,520	Hyline Chicks .....	3,770	Shasta Shampoo .....	9,170
Grab-It-Here Stores .....	21,840	Terramycin .....	10,850	Pittsburgh Brewing Co. ....	\$280,750	Spic & Span .....	991,250
Pearl Brewing Corp. ....	\$264,420	Vigofac .....	390	Iron City Beer .....	183,560	Tide .....	513,820
Pearl Beer .....	262,420	Pharmaceuticals, Inc. ....	\$1,108,580	Tech Beer .....	97,190	Velvet Blend	
Pearson Pharmacal Co., Inc. ....	\$40,210	Geritol .....	490,060	Pittsburgh Pro. & Pack. Co. ....	\$45,900	Shampoo .....	39,860
Eyegene .....	1,740	RDX Dietary Aids .....	170,350	Meats .....	45,900	Whirl Liquid	
Pearson Sakrin .....	38,470	Sedagel .....	8,950	Planters Nut & Choc. Co. ....	\$53,360	Shortening .....	36,930
Peavy, F. H., & Co. ....	\$20,650	Serutan .....	206,400	Planters Peanut Butter .....	16,300	Zest Beauty Bar .....	139,020
King Midas Grain .....	12,810	Sominex .....	63,780	Planters Peanut Oil .....	15,000	Proctor Electric Co. ....	\$755,360
V-10 Protein Bread .....	7,840	Various Drugs .....	62,540	Planters Peanuts .....	22,060	Ironing Board .....	39,940
Penick & Ford, Ltd. ....	\$143,010	Viragex .....	72,940	Plough, Inc. ....	\$778,400	Proctor Appliances .....	702,510
Brer Rabbit Molasses .....	3,030	Zarumin .....	33,560	Mexsana Heat Powder .....	12,130	Zedalon Iron Board	
My-T-Fine Desserts .....	139,980	Pharmaco, Inc. ....	\$35,670	Mexsana Skin Cream .....	63,350	Covers .....	12,910
Penn Fruit Co. ....	\$123,550	Chooz .....	5,670	Mistol-Mist .....	58,510	Professional Laundry Assn.	\$38,650
Food Stores .....	72,610	Feenamint .....	6,930	St. Joseph Aspirin .....	591,420	Laundry Services .....	38,650
Penn Fruit .....	50,940	Medigum .....	18,540	St. Joseph Child Aspirin .....	52,990	Progress Brewing Co. ....	\$30,040
Pennsylvania Engineering ....	\$51,310	Regutol .....	4,530	Power Products, Inc. ....	\$210,100	Progress Beer .....	30,040
Aerosect Insecticide .....	51,310	Pharma-Craft Corp., Inc. ....	\$401,300	Baltimore Slicer .....	3,600	Progresso Foods .....	\$86,580
Peoples Gas, Light & Coke Co. ....	\$205,230	Coldene .....	27,740	Blendor .....	50,630	El Progresso Foods .....	75,750
Utilities .....	205,230	Fresh Deodorant .....	285,010	Super Jet Spray Gun .....	155,870	Spices .....	10,830
People's Natural Gas .....	\$85,070	Heed Deodorant .....	14,640	Prairie Farms Creamery .....	\$21,840	Prudential Ins. Co., of Amer. ....	\$65,810
Natural Gas .....	85,070	Ting Antiseptic Cream .....	73,910	Dairy Products .....	21,840	Public Loan Co. ....	\$23,760
Pepper, Dr., Co./Bottlers ....	\$716,790	Phila. Dairy Prod. Co., Inc. ....	\$24,360	Prescott, J. L., Co. ....	\$117,180	Loans .....	23,760
Nu Grape Soft Drinks .....	12,260	Dolly Madison Dairy Products .....	440	Dazzle Bleach .....	112,800	Pure Laboratories, Inc. ....	\$77,080
Dr. Pepper Soft Drinks .....	700,910	Dolly Madison Ice Cream .....	23,920	Dazzle Starch .....	4,380	Pure Oil Co. ....	\$201,360
Suncrest Soft Drinks .....	3,620	Philco Corp. ....	\$147,500	Pridham-Davis .....	\$21,820	Anti-Freeze .....	300
Pepsi Cola Co./Bottlers ....	\$1,993,000	Philco Appliances .....	110,790	Optometrists .....	21,820	Gas & Oil .....	200,090
Pepsi-Cola .....	1,993,000	Philco TV Sets .....	36,710	Prince Macaroni Co. ....	\$94,690	Tires .....	970
Personal Products Corp. ....	\$30,930	Phillips Packing Co., Inc. ....	\$58,810	Macaroni .....	61,420	Purex Corp., Ltd. ....	\$139,180
Jonny Mop .....	6,240	Phillips Pork & Beans .....	6,500	Spaghetti .....	33,270	Beads-O-Bleach .....	1,080
Modess .....	24,690	Phillips Soups .....	52,310	Procter & Gamble Co. ....	\$17,522,450	Old Dutch Cleanser .....	17,160
Peter Paul, Inc. ....	\$1,546,760	Phillips Petroleum Co. ....	\$624,370	American Family Detergent .....	217,720	Protex Soap .....	115,250
Peter Paul Almond Joy .....	779,320	Phillips 66 Gas & Oil .....	618,640	American Family Soap .....	29,140	Purex Bleach .....	300
Peter Paul Mounds .....	767,440	Tires .....	5,060	Biz Liquid Detergent .....	61,570	Sweetheart Soap .....	5,390
Peter's Meat Products ....	\$59,450	Trop-Arctic Motor Oil .....	670	Big Top Peanut Butter .....	633,770	Puritan Mills .....	\$20,760
Meats .....	59,450	Pictsweet Foods, Inc. ....	\$22,690	Camay Soap .....	109,560	My-T-Pure Flour .....	20,760
Petersen Baking Co. ....	\$114,890	Piedmont Airlines .....	\$35,100	Cheer .....	783,770	Purity Baking Co. ....	\$70,990
Frozen Fudge Brownies .....	190	Piel Bros., Inc. ....	\$1,485,300	Comet .....	400,960	Bakery Products .....	70,990
Peter Pan Bread .....	114,700	Piggly-Wiggly Stores .....	\$40,510	Crest .....	2,818,170	Purity Biscuit Co. ....	\$32,850
Petri Wine Co. ....	\$497,310	Pillsbury Mills, Inc. ....	\$692,150	Crisco .....	25,100	Town House Crackers & Cookies .....	32,850
G & D Vermouth .....	24,760	Ballard & Ballard Biscuit .....	80,820	Dash .....	1,693,880	<b>Q</b>	
G & D Wine .....	25,120	Ballard Flour .....	69,260	Dreft .....	134,980	Q-Tips, Inc. ....	\$67,910
Italian Swiss Colony Wine .....	310,140	Ballard Meal .....	2,090	Drene Shampoo .....	213,270	Q-Tips Cotton Swabs .....	67,910
Petri Wine .....	137,290	Feeds .....	40,800	Duz .....	743,500	Quaker City Choc. & Conf. Co. ....	\$200,130
Petroleum Heat & Power Co. ....	\$22,730	Globe A-1 Flour .....	34,260	Fluffo .....	147,610	Good & Plenty Candy .....	200,130
Utilities .....	22,730	Ice Box Cookies .....	32,080	Gleem .....	1,609,620	Quaker Oats Co. ....	\$619,200
Pez-Haas, Inc. ....	\$119,170	Obelisk Flour .....	89,090	Ivory Bar Soap—Laundry .....	15,680	Aunt Jemima Corn Meal .....	18,640
Candy .....	119,170	Pillsbury Cake Mixes .....	74,240	Ivory Flakes .....	1,024,660	Aunt Jemima Flour .....	6,060
		Pillsbury Flour .....	254,150	Ivory Snow .....	751,390	Aunt Jemima Pancake Mix .....	49,420
		Pillsbury Hot Roll Mix .....	5,710	Ivory Toilet Soap .....	15,720	Jif Peanut Butter .....	47,650
		Pillsbury Pancake Mix .....	6,830	Joy .....	1,785,900	Joy .....	
		Presto Drink A Mix .....	2,820				

<b>Quaker Oats Co. (Continued)</b>	<b>Ray-O-Vac Batteries</b>	<b>88,040</b>	<b>Salem</b>	<b>171,320</b>	<b>Ruppert Beer</b>	<b>35,260</b>
Aunt Jemima Waffle Mix	Read, J. L., Co.	\$28,330	Winston	806,960	Russell-Miller Milling Co.	\$21,390
Corn Bread Mix	Reads Potato Salad	28,330	Rheas Bakery	\$56,250	American Beauty Flour	19,080
Ful-O-Pep Feed	Reader's Digest Assoc.	\$744,990	Baked Goods	56,250	Occident Flour	2,310
Masa Harina Tortilla Mix	Reader's Digest Magazine	744,990	Rheem Mfgr. Co.	\$42,560	Rust-Oleum Corp.	\$54,040
Puffed Rice	Ready-To-Bake Foods	\$40,550	Air Conditioners	7,620	Rust-Oleum Rust Preventive	54,040
Puss N Boots Cat Food	Puffin Biscuits	40,550	Rheem Water Heaters	2,680		
Quaker Oats	Realemon-Puritan Co.	\$55,190	Stoves	31,350		
Various Cereals	Lemon Juice	51,940	Wedgewood Range	910		
Quaker State Oil Refining	Prune Juice	3,250	Rich Products Corp.	\$30,880	<b>S</b>	
Quaker State Gas	Red Bud Food Stores	\$26,610	Ice Cream	30,880	S. O. S. Co.	\$23,020
Quaker State Motor Grease	Red Cap Refresher Co.	\$26,000	Richfield Oil Corp.	\$543,010	SOS Soap Pads	22,050
Quaker State Oil	Red Cap Refresher	26,000	Richfield Gas & Oil	543,010	Tuffy	970
Quality Bakers of America	Red Dot Food Co.	\$35,590	Richman Brothers Co.	\$154,700	S. S. S. Co.	\$223,070
Breads	Potato Chips	35,590	Clothing	154,700	Neurabalm	13,060
Butterkrust Bread	Reddi-Wip Mfg. Co.	\$74,300	Richter's Bakery	\$23,400	S. S. S. Tonic	210,010
Schott's Hollywood Bread	Whipped Cream	74,300	Butter Krust Bread	23,400	S & W Fine Foods, Inc.	\$28,820
Stroehmann's Bread	Redi-Maid Co.	\$37,300	Ringling Bro. Barnum & Bailey	\$20,150	Food Products	28,820
Sunbeam Bread	Redi-Maid Orange Juice	37,300	Circus	20,150	Safeco Insurance Co.	\$44,440
V-10 Protein Bread	Reeses, Inc.	\$50,530	Ritchie, Harold F., Inc.	\$2,341,660	Safeway Stores, Inc.	\$978,430
	Candy	50,530	Brylcreem	1,913,500	Bel-Air Frozen Juices	22,790
<b>R</b>	Regal Pale Brewing Co.	\$412,550	Eno Effervescent	155,460	Captains Choice Frozen	
RCA Dealers	Regal Pale Beer	412,550	Scott's Emulsion	272,700	Fish	15,690
RCA Air Conditioners	Rehrig Mfg. Co.	\$20,600	Riviera Mfg. Co.	\$40,390	Cragmont Beverages	9,880
RCA Appliances	White House Salad	20,600	Riviera Sofa Beds	40,390	Dairy Products	780
RCA Radios	Dressing	20,600	Roberts, Rev., Oral	\$460,780	Candy	3,890
RCA TV Sets	Reilly, Wm. B., & Co., Inc.	\$758,720	Religion	460,780	Foods Stores	694,880
Whirlpool Appliances	Luzianne Coffee Inst.	59,150	Roberts Dairy Co.	\$45,150	Guthrie Cookies	5,190
R. J. Oil & Refining Co.	Luzianne Coffee	415,340	Dairy Products	45,150	Jane Arden Cookies	5,840
500 Gasoline	Inst/Reg	284,230	Robilio & Cuneo Co.	\$50,270	Lucerne Milk	3,900
RKO Radio Pictures, Inc.	Luzianne Coffee Reg.	39,710	Ronco Macaroni	18,200	Meats	38,110
Movie Publicity	Remco Industries	\$39,710	Ronco Spaghetti	32,070	Poultry	42,860
RAO Products Co.	Electric Toys	39,710	Rockwood & Co.	\$76,550	Royal Satin Shortening	860
Rad White Crystal Bleach	Renaire Corp.	\$74,110	Rockwood Chocolates	76,550	Scotch Treat Lemonade	1,260
Radiart Corp.	Food Freezer Plan	74,110	Rogers Jewelry Co.	\$32,510	Skylark Bread	130,160
	Renken, M. H., Dairy	\$35,070	Jewelry	32,510	Sunny Bank Margarine	1,950
CDR Rotor Antennas	Milk Products	35,070	Roman Cleanser Co.	\$23,700	Whitney Frozen Foods	390
Radio Corp. of America	Republic Furniture Co.	\$31,660	Roman Cleanser Bleach	23,700	Salada Tea Co., Inc.	\$1,006,600
RCA Appliances	Furniture	31,660	Roman Meal Co.	\$22,910	Salada Tea	1,006,600
RCA Radio & TV Sets	Republican Party	\$774,130	Roman Meal Bread	4,320	San Giorgio Macaroni Co.	\$58,570
Rainbo Bakers	Revlon, Inc.	\$1,817,870	Roman Meal Cereal	18,590	Macaroni	58,570
Rainbo Bread	Aquamarine Spray	27,790	Ronzoni Macaroni Co.	\$281,070	San Joaquin Baking Co.	\$72,020
Ralston-Purina Co.	Mist		Macaroni	281,070	Rainbo Bread	72,020
Chicken Startina Feed	Clean N Clear Facial		Rosen Raymond Co.	\$78,340	Sanitary Dairies	\$48,970
Instant Ralston Cereal	Cream	370	RCA Products	78,340	Dairy Products	48,970
Poultry Feeds	Cosmetics	669,310	Roto-Broil Corp. of Amer.	\$305,090	Santa Clara Packing Co.	\$35,480
Purina Chows	Hi & Dri	1,900	Rotisseries	305,090	Canned Salad	31,670
Purina Dog Chow	Intimate Cologne	36,910	Roto-Rooter Corp.	\$269,920	Fruits	3,810
Purina Feeds	Lipstick	21,230	Plumbing Tool	269,920	Santa Fe Vintage Co.	\$132,810
Ralston Cereals	Nail Polish	142,420	Royal Baking Co.	\$45,920	Sante Fe Wine	132,810
Ry-Krisp	Satin-Set Pin Curl	266,200	Baked Goods	45,920	Sardeau, Inc.	\$717,840
Rancho Soup Co.	Spray	24,070	Royal Window Co.	\$30,730	Sardo Bath Oil	717,840
Rancho Soups	Silicare Baby Lotion	8,230	Storm Windows	30,730	Sardis Enterprises, Inc.	\$23,900
Ransom Insurance Co.	Silicare Hand Lotion	612,730	Royster, F. S., Guano Co.	\$44,910	Sardis Sauce	23,900
Rath Packing Co.	Silken Net Hair Spray		Fertilizer	44,910	Sauer, C. F., Co.	\$23,210
Canned Meats	Sun Bath Tanning		Rubinstein Helena, Inc.	\$54,810	Duke's Extracts	6,570
Chopettes	Lotion	6,710	Cosmetics	32,590	Duke's Mayonnaise	1,960
Frozen Meats	Rexall Drug Co./Dealers	\$178,060	Naildress	15,400	Duke's Salad Dressing	13,660
Meat Products	Rexall Drugs	178,060	Reducing Aid	6,820	Duke's Spices	1,020
Rayco Mfg. Co.	Reynolds, R. J., Tobacco Co.	\$1,952,760	Rudy's Sausage Co.	\$22,040	Sawyer's, Inc.	\$42,740
	Camel	680,690	Meats	22,040	Viewmaster	42,740
Auto Convertible Tops	Cavalier	292,320	Ruppert, Jacob, Brewery	\$489,400	Scandinavian Airlines	\$26,160
Auto Seat Covers	Prince Albert Pipe		Knickerbocker Beer	454,140	Schaefer, F & M,	
Ray-O-Vac Co.	Tobacco	1,470			Brew. Co.	\$648,040
					Schaefer Beer	648,040



## SPOT TV BRAND FIGURES *continued . . .*

Scheidt, Adam, Brewing Co. ....	<b>\$65,910</b>	Games ..... 47,520	Skelgas & Oil ..... 139,440	Speedway Petroleum Corp. ....	<b>\$155,640</b>
Rams Head Ale .....	8,790	Scrabble ..... 25,940	Skillern's Drug Co. ....	<b>\$38,270</b>	
Valley Forge Beer .....	57,120	Drug Chain .....	Drug Chain .....	155,640	
Schlitz, Jos. E., Brewing Co. ....	<b>\$638,370</b>	Mattresses ..... 295,440	Skinner Mfg. Co. ....	<b>\$31,400</b>	
Schlitz Beer .....	638,370	Servel, Inc. ....	Raisin-Bran .....	23,720	
Schlitz Distributors .....	<b>\$57,040</b>	Servel Appliances .....	Skinner's Macaroni .....	23,720	
Schlitz Beer .....	57,040	Seven-Up Co./Bottlers	7,460		
Schluderberg, W.—T. J. Kurde Co. ....	<b>\$110,710</b>	Seven-Up .....	Slenderella Co. ....	<b>\$399,180</b>	
Esskay Meats .....	110,710	Shaler Co. ....	Reducing Salons .....	1,201,450	
Schmidt, Jacob, Brewing Co. ....	<b>\$126,480</b>	Sheaffer, W. A., Pen Co.	399,180		
Schmidt Beer .....	126,480	\$125,610	Slumberland Products Co. ....	<b>\$38,290</b>	
Schmidt, G., & Sons, Inc. ....	<b>\$268,830</b>	Sheaffer Pens .....	Mattresses .....	1,201,450	
Ale .....	63,720	Shell Oil Co. ....	38,290		
Beer .....	205,110	\$2,000,220	Smith Brothers, Inc. ....	<b>\$320,980</b>	
Schoenling Brewing Co. ....	<b>\$346,230</b>	Shell Gas & Oil .....	Cough Drops .....	207,860	
Beer .....	346,230	Servel, Inc. ....	320,980		
Scholl Mfg. Co., Inc. ....	<b>\$54,370</b>	Smith, J. Allen, Co. ....	Smith, J. Allen, Co. ....	23,800	
Dr. Scholl's Foot Remedies .....	54,370	White Lily Flour .....	\$35,790		
Schonbrunn, S. A., & Co., Inc. ....	<b>\$281,780</b>	Smith Corona, Inc. ....	White Lily Flour .....	17,860	
Savarin Coffee Reg. ....	281,780	Smith Corona, Inc. ....	23,170		
Schott's Bakery .....	<b>\$26,930</b>	Smith-Douglas Co., Inc. ....	Typewriters .....	31,100	
Bread .....	26,930	\$29,590	Smith Oil & Refining Co. ....	<b>\$23,170</b>	
Scott Paper Co. ....	<b>\$229,510</b>	Fertilizer .....	Gas & Oil .....	128,670	
Cut-Rite Wax Paper .....	86,910	Servel Appliances .....	23,870		
Scottkins .....	10,950	Shell Oil Co. ....	Gulf Oil Prods. ....	29,280	
Scott Tissue .....	62,230	\$185,760	Smokey Joe's ....	<b>\$45,650</b>	
Scott Towels .....	7,460	Sicks Seattle Brewing & Malting Co. ....	Barbecue Beans .....	111,180	
Scottie Tissues .....	46,560	Rainier Beer .....	Barbecue Sauce .....	83,970	
Soft-Weve .....	14,100	Sidles Co. ....	Bar-B-Q Beef Sandwich, Frozen .....	17,860	
Wonder Wrap .....	1,300	Socony Mobil Oil Co., Inc. ....	185,760		
Scudder, Laura Food Co. ....	<b>\$41,990</b>	\$1,228,650	Barbecue Sauce .....	133,520	
Animal Crackers .....	10,400	Mobilgas & Mobiloil .....	Bar-B-Q Beef Sandwich, Frozen .....	205,110	
Mayonnaise .....	530	Southern Brewing Co. ....	7,660		
Peanut Butter .....	1,300	SB Ale .....	18,410		
Potato Chips .....	18,840	SB Beer .....	Southern California Gas ....	<b>\$23,170</b>	
Various Foods .....	10,920	Southern California Gas ....	\$68,840		
Scripto, Inc. ....	<b>\$256,630</b>	Servel Appliances .....	Servel Appliances .....	23,870	
Scripto Pencils .....	241,050	Utilities .....	Utilities .....	41,040	
Scripto Pens .....	15,580	So. Calif. Plastering Inst. ....	Southland Coffee Co. Inc. ....	<b>\$43,200</b>	
Seaboard Finance Co. ....	<b>\$52,690</b>	Plasterers .....	\$26,370		
Loans .....	52,690	Southern Pacific Co. ....	Bailey Supreme		
Seabrook Farms, Inc. ....	<b>\$227,880</b>	\$33,350	Coffee Inst. ....	1,090	
Seabrook Frozen Foods. ....	227,880	Rail Travel .....	Bailey Supreme		
Seager, Helaine, Co. ....	<b>\$3,096,150</b>	113,080	Coffee Inst./Reg. ....	21,270	
Drops of Gold .....	358,260	Reupholstering .....	Bailey Supreme		
Majitinge/Tinge .....	597,980	12,820	Coffee Reg. ....	1,090	
Pink Ice Cosmetics .....	1,993,530	Simoniz Body Guard .....	Chicafe Inst./Reg. ....	2,920	
Tint-N-Set .....	146,380	Simoniz Floor Wax & Polish .....	Sparklett's Drinking Water ....	<b>\$67,340</b>	
Sealy Mattress Co./Dlrs. ....	<b>\$795,680</b>	Simoniz Furniture Polish .....	Water .....	67,340	
Sealy Mattresses .....	795,680	Simoniz Hi-Lite Polish .....	Spaulding Bakeries Co. ....	<b>\$27,170</b>	
Sears Roebuck & Co. ....	<b>\$350,250</b>	Simoniz Polishes .....	Baked Goods .....	27,170	
Stores & Mail Order .....	317,250	Simoniz Waxes .....	Spearman Brewing Co. ....	<b>\$31,770</b>	
Allstate Insurance .....	33,000	Vista .....	Spearman Ale .....	20,950	
Seeck & Kade, Inc. ....	<b>\$302,490</b>	6,780	Spearman Beer .....	10,820	
Pertussin Cough Remedy .....	302,490	Simoniz Refining Co. ....	Special Foods, Inc. ....	<b>\$43,520</b>	
Seeman Brothers, Inc. ....	<b>\$110,580</b>	675,460	Jays Potato Chips .....	43,520	
Airwick .....	41,970	Singer Sewing Machine Co. ....	Speed Queen Corp. ....	<b>\$100,320</b>	
White Rose Coffee Reg. ....	1,540	66,930	Speed Queen Appliances .....	Speed Queen	
White Rose Tea Reg. ....	67,070	Singer Sewing Machines .....	Appliances .....	6,580	
Selchow & Richter .....	<b>\$73,460</b>	6,780	Speed Queen Dryers .....	Speed Queen	
		Simoniz Hi-Lite Polish .....	Speed Queen Ironers .....	7,990	
		Simoniz Polishes .....	Speed Queen	2,310	
		Simoniz Waxes .....	Washing Mach. ....	83,440	
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		Singer Sewing Machine Co. ....			

<b>State Line Potato Chip Co.</b> \$59,660	<b>Studebaker-Packard Corp.</b> \$653,210	<b>Martha Logan</b>	<b>Thrift Drug Co.</b> \$139,320
Potato Chips 59,660	Packerd Cars 253,750	Cooking Schl. 8,380	Drug Products 139,320
<b>Statler Tissue Corp.</b> \$67,920	Studebaker Cars 395,610	Meat Products 324,550	<b>Tidewater Associated Oil</b> \$314,220
Statler Paper 2,380	Studebaker Trucks 3,850	Pard Dog Food 11,150	Tydot & Veedol 314,220
Statler Tissues 11,170		Poultry 45,430	
Towels 54,370		Table Ready Meats 36,800	<b>Tidy House Products Co.</b> \$66,500
<b>Stauffer System</b> \$23,900	<b>Stuhmer Baking Co.</b> \$35,490	Vigoro Fertilizer 2,710	Blu-Glostex 11,590
Figure Control 23,900	Bread 35,490	<b>Sylvan Seal Milk Co.</b> \$101,640	Dexol Bleach 11,810
<b>Stegmaier Brewing Co.</b> \$201,900	<b>Sugardale Provision Co.</b> \$38,840	Sylvan Seal Milk 101,640	Gloss Tex 17,960
Stegmaier Ale 15,860	Meats 38,840		Perfex Cleaner 12,590
Stegmaier Beer 186,040	<b>Sullivan, R. G., Inc.</b> \$72,390		Shina-Dish 12,550
<b>Sterling Breweries, Inc.</b> \$137,880	Dexter Cigars 41,790	<b>T</b>	
Beer 137,880	7-20-4 Cigars 30,600	<b>Table Talk Pie Co.</b> \$94,160	<b>Time, Inc.</b> \$146,910
<b>Sterling Drug, Inc.</b> \$8,823,300	<b>Sun Drug Co.</b> \$123,760	Pastry 94,160	Life Magazine 94,330
Bayer Aspirin 2,994,960	Drug Products 123,760		Time Magazine 52,580
Bayer Aspirin- Children's 17,680	<b>Sun Oil Co.</b> \$63,020	<b>Tafon Distributors, Inc.</b> \$821,950	<b>Tipon Corp.</b> \$28,020
Campho-Phenique 17,340	Sunoco Gas & Oil 63,020	Avatrons 48,800	Tipon 28,020
Dr. Caldwell's Laxative 229,530	<b>Sun Ray Drug Co.</b> \$128,700	Kobar 11,970	<b>Tobin Packing Co., Inc.</b> \$35,370
Dr. Lyon's Dentifrices 635,830	Drug Stores 128,700	Peels 98,980	Arpeako Meats 7,010
Double Danderine 114,640	<b>Sunbeam Bakeries</b> \$22,320	RX 30 11,340	First Prize Meat Prod. 28,360
Energine 438,390	Sunbeam Bread 22,320	Tafon 640,620	<b>Top Value Enterprises</b> \$1,041,480
Fizrin 1,178,190	<b>Sunbeam Corp.</b> \$21,070	Triplehist 10,240	Top Value Trading Stamps 1,041,480
Fletcher's Castoria 141,970	Sunbeam Appliance Dlrs. 580	<b>Tampa Florida Brewery</b> \$37,130	<b>Townley Dairy</b> \$73,040
Haley's Boostered Aspirin 101,280	Sunbeam Appliances 1,980	Tropical Ale 3,030	Dairy Products 73,040
Haley's M. O. 851,930	Sunbeam Power Mower 18,510	Tropical Beer 34,100	<b>Toy Guidance Council</b> \$92,720
Instantine 145,400	<b>Sunnyvale Packing Co.</b> \$26,640	<b>Tasty Baking Co.</b> \$93,640	Toys 92,720
Ironized Yeast 149,900	Aunt Penny's White Sauce 26,640	Tasty Kake 93,640	<b>Trans American Air Lines</b> \$82,690
Molle Shaving Soap 288,090	<b>Sunshine Biscuit Co.</b> \$810,070	<b>Taylor-Reed Corp.</b> \$142,420	<b>Transogram Co., Inc.</b> \$26,400
Pepsomar 172,080	Cookies & Crackers 810,070	Cocoa Marsh 75,180	Toys 26,400
Phillips Milk of Magnesia 1,262,070	<b>Super Valu Stores</b> \$30,840	E-Z Pop Popcorn 17,520	<b>Triangle Sewing Mach. Co.</b> \$53,230
Phillips Milk of Magnesia Toothpaste 39,160	Food Stores 27,080	Q-T Instant Frosting 49,720	Triangle Sewing Machines 53,230
Z. B. T Baby Powder 44,860	Super Markets 3,760	<b>Tea Council of U.S.A.</b> \$965,710	<b>Tri-Nut Co.</b> \$24,790
<b>Stern Bros. Plumbing Co.</b> \$23,400	<b>Superior Feed Mill, Inc.</b> \$77,060	Tea Promotion 965,710	Tri-Nut Margarine 24,790
Plumbing Supplies 23,400	Superior Poultry & Stock Feed 77,060	<b>Tenilhist Co.</b> \$79,450	<b>Tri-State Appliance Co.</b> \$62,020
Stern, S. R. Labs 41,970	<b>Superior Provision Co.</b> \$103,900	Nose Spray 20,290	Appliances 62,020
Duets 41,970	Meats 103,900	7 Day Wonders 5,560	<b>Troll Enterprises</b> \$62,390
<b>Stewart-Warner Corp.</b> \$132,870	<b>Supplee-Wills-Jones Milk</b> \$55,390	Tenilhist Cough Syrup 53,600	Easy-Add 62,390
Alemite Lubricating Systems 127,890	Chocolate Milk 2,860	<b>Terre Haute Brewing Co.</b> \$116,040	<b>Tru Craft Hosiery Co.</b> \$56,930
South Wind Car Heaters 4,980	Dairy Products 6,850	Champagne Velvet Beer 116,040	Hosiery 56,930
<b>Stewart's, Inc.</b> \$42,270	Ice Cream 40,740	<b>Terry Foods Co.</b> \$113,630	<b>Turner-Smith Drug Co.</b> \$23,400
Mayonnaise 3,380	Sealtest Ice Cream 4,940	Terry Frozen Foods 113,630	Goldoxin 20,150
Potato Chips 13,050	<b>Surgitube Products Corp.</b> \$36,660	<b>Tesco Chemical Co.</b> \$35,410	Poundex 3,250
Stewart's Cookies 25,840	Surgitube Bandage 36,660	Insecticide 31,840	<b>Tuxedo Candy Co.</b> \$22,840
<b>Stokely-Van Camp, Inc.</b> \$916,270	Sutton, O. A., Inc. \$20,200	Tested 3,570	Roxbury Candy 20,670
Honor Brand Frozen Foods 14,710	Vornado Air Conditioner 20,200	<b>Tetley Tea Co., Inc.</b> \$72,860	Tuxedo Candy 2,170
PictSweet Frozen Foods 9,720	<b>Sweet-Orr Co., Inc.</b> \$26,770	Tetley Tea Regular 72,860	<b>U</b>
Tenderoni Macaroni 13,820	Work Clothes 26,770	<b>Texas Co.</b> \$169,090	<b>Uneeda Doll Co.</b> \$21,910
Van Camp Canned Foods 878,020	<b>Sweets Co. of America, Inc.</b> \$97,930	Texaco Gas & Oil 169,090	Dolls 21,910
<b>Stop &amp; Save Trading Stamp</b> \$75,500	Tootsie Rolls 97,930	<b>Texas Electric Service Co.</b> \$65,490	<b>Ungar Electric Co.</b> \$23,900
Trading Stamps 75,500	<b>Swift &amp; Co.</b> \$1,091,940	Light & Power 65,490	Snippy Electric Scissors 23,900
<b>Storz Brewing Co.</b> \$135,020	All Sweet Margarine 1,360	<b>Texas Lumber Mfg. Assn.</b> \$84,090	<b>Union Mortgage Co.</b> \$31,400
Beer 135,020	Brown N Serve Rolls 3,590	Southern Yellow Pine Lumber 84,090	Institutional 31,400
<b>Streator Read Foods, Inc.</b> \$22,760	Brown N Serve	<b>Texize Chemical Co.</b> \$236,610	<b>Union Oil Co., of Calif.</b> \$22,860
Potato Salad 22,760	Sausage 14,710	Texize Detergent 6,320	Royal Triton Motor Oil 22,860
<b>Strietmann Biscuit Co.</b> \$143,750	Butter 450	Texize Household Cleaner 195,860	<b>Union Pacific Railroad</b> \$137,810
Cookies & Crackers 143,750	Cheese 7,360	Texize Pine Oil 26,500	<b>United Fruit Co.</b> \$116,990
<b>Stroehmann Brothers</b> \$37,830	Dairy Products 8,210	Texize Starch 7,930	Bananas 116,990
Bread 37,830	Frozen Chicken 9,170	<b>Thomas, S. B., Inc.</b> \$201,240	<b>United Fuel Gas Co.</b> \$82,460
<b>Stroh Brewing Co.</b> \$401,260	Frozen Foods 73,510	Hams 94,160	Household Appliances 82,460
Stroh Beer 401,260	Frozen Meats 309,160	Honey Cup 580	<b>United Gas Co.</b> \$53,190
		Ice Cream 113,380	Appliances 10,230
		Jewel Salad Oil 16,360	Gas 12,330
		Jewel Shortening 10,920	Utilities 30,630
			<b>United Oil Co.</b> \$21,410
			Gas & Oil 21,410



## SPOT TV BRAND FIGURES *continued . . .*

U. S. Borax & Chemical Corp. .... \$1,097,930  
 Boraxo ..... 292,080  
 Twenty Mule Team Borax ..... 805,850  
 U. S. Industrial Chem. .... \$44,430  
 Super Pyro Anti-Freeze.... 42,590  
 U.S.I. Anti-Freeze ..... 1,840  
 U. S. Rubber Co. .... \$277,650  
 Boosters ..... 2,420  
 Kedettes ..... 780  
 Keds ..... 255,080  
 Koylon Foam Rubber Mattress ..... 1,800  
 U. S. Royal Tires ..... 17,570  
 U. S. Tobacco Co. .... \$524,430  
 Encore ..... 482,580  
 Sano ..... 41,850  
 United Vintners, Inc. .... \$228,990  
 Italian Swiss Colony Wine ..... 61,060  
 Margo Wine ..... 15,400  
 Petri Wines ..... 130,990  
 Wines ..... 21,540  
 United-Whelan Stores Corp. .... \$154,440  
 Stores ..... 77,220  
 Various Products ..... 77,220  
 Utah Oil Co. .... \$25,180  
 Gas & Oil ..... 25,180  
 Utah Power & Light ..... \$32,710  
 Electricity ..... 32,710  
 Utility Appliance Corp. .... \$76,950  
 Air Conditioning ..... 7,540  
 Gaffers & Sattler Ranges ..... 55,520  
 Occidental Range ..... 13,890

### V

Valley Bell Dairy Co. .... \$31,030  
 Dairy Products ..... 31,030  
 Valley Forge Distrib. Co. .... \$34,380  
 Rams Head Ale ..... 21,770  
 Valley Forge Beer ..... 12,610  
 Valleydale Packing Co. .... \$239,510  
 Frosty Morn Meats ..... 114,070  
 Reelfoot Meats ..... 99,580  
 Valleydale Meats ..... 25,860  
 Van's Baking Co. .... \$21,460  
 Van's Bread ..... 21,460  
 Verner, James, Co./Bottlers ..... \$157,160  
 Verner's Ginger Ale ..... 157,160  
 Vick Chemical Co. .... \$691,520  
 Inhalers ..... 9,430  
 Medimist ..... 3,460  
 Sof-Skin Hand Cream .... 114,140  
 Vicks Cough Drops ..... 76,890  
 Vicks Cough Syrup ..... 21,770  
 Vicks Throat Lozenges .. 13,080  
 Vicks Vaporub ..... 399,920  
 Vicks Vatronol ..... 52,830  
 Vienna Sausage Co. .... \$21,230  
 Vienna Sausages ..... 21,230  
 Vim TV & Appliance Stores. .... \$65,930  
 Appliances ..... 48,610  
 Radio & TV Sets ..... 17,320  
 Vita Boy Potato Chip Co. .... \$23,730  
 Vita Boy Potato Chips.... 23,730

Viviano, V., & Bros. .... \$23,750  
 Viviano Macaroni ..... 18,680  
 Viviano Spaghetti ..... 5,070  
 W  
 Wabash Railroad Co. .... \$31,630  
 Wagner, August, Breweries ..... \$76,270  
 Augustiner Beer ..... 33,170  
 Gambrinus Beer ..... 43,100  
 Walgreen Co. .... \$508,580  
 Drug Stores ..... 508,580  
 Walker's Austex Chili Co. .... \$45,550  
 Chili ..... 34,150  
 Meat Products ..... 9,500  
 Tamales ..... 1,900  
 Wampole Co. .... \$22,610  
 Bionoid Cold Tablets ..... 22,610  
 Wander Co. .... \$263,300  
 Ovalmix ..... 33,080  
 Ovaltine ..... 230,220  
 Ward Baking Co. .... \$848,230  
 Aun Hannah Bread ..... 15,840  
 Tip Top Bread ..... 641,990  
 Tip Top Cakes ..... 159,690  
 Tip Top Rolls ..... 4,920  
 Ward's Bread ..... 25,790  
 Ward Drug Co. .... \$52,410  
 Drug Chain ..... 52,410  
 Warner Bros. Pictures .... \$71,570  
 Movie Publicity ..... 71,570  
 Warner-Lambert Pharma. Co. .... \$5,820,440  
 Anahist Cough Syrup. .... 4,620  
 Anahist Nasal Spray.... 12,840  
 Super Anahist ..... 2,748,690  
 DuBarry Light & Bright ..... 3,980  
 Hudnut Home Permanent ..... 14,290  
 Listerine Antiseptic... 1,341,500  
 Listerine Dentifrice .. 1,291,060  
 Quick Home Permanent ..... 336,030  
 Richard Hudnut Cosmetics ..... 67,430  
 Wate-On Co. .... \$27,910  
 Wate-On ..... 27,910  
 Watkins Furniture Co. .... \$23,400  
 Weaver Products ..... \$23,690  
 Spoolies Hair Curlers ..... 23,690  
 Weingarten Food Stores.... \$51,820  
 Welch Grape Juice Co. .... \$523,330  
 Fruit Of The Vine Preserves ..... 355,670  
 Welch Food Products ..... 6,610  
 Welch Frozen Grape Juice ..... 20,400  
 Welch Grape Juice ..... 12,690  
 Welch Grape Juice ..... 27,670  
 Welch Grapelade ..... 4,330  
 Welch Wine ..... 95,960  
 Wesson Oil & Snow Drift ..... \$1,498,010  
 Snowdrift ..... 1,438,500  
 Wesson Salad Oil ..... 59,510  
 West Disinfecting Co. .... \$47,460  
 CN Disinfectant ..... 31,930  
 Westpine Deodorant ..... 15,530

West End Brewing Co. .... \$346,060  
 Utica Club Ale ..... 88,580  
 Utica Club Beer ..... 257,480  
 Western Airlines Inc. .... \$118,540  
 Western Cotton Oil Co. .... \$31,130  
 Feeds ..... 31,130  
 Westfield Mfg. Co. .... \$28,450  
 Columbia Bicycles ..... 28,450  
 Westgate-Calif. Tuna Pack \$32,830  
 Breast O' Chicken Tuna... 32,830  
 Westinghouse Dealers ..... \$30,940  
 Westinghouse Various Appliances ... 30,940  
 Westinghouse Electric Corp. .... \$156,000  
 Air Conditioners ..... 39,030  
 Westinghouse Appliances ..... 58,510  
 Westinghouse Ranges .. 970  
 Westinghouse Refrigerator ..... 320  
 Westinghouse Various Appliances.... 57,170  
 Weston Biscuit Co. .... \$52,450  
 Crackers & Cookies ..... 52,450  
 White Castle System .... \$21,350  
 Chain Hamburger Stands 21,350  
 White King Soap Co. .... \$184,670  
 White King Cleaner ..... 2,040  
 White King Detergent ... 126,970  
 White King Granulated Soap ..... 28,080  
 White King Toilet Soap .. 27,580  
 White, Martha, Mills, Inc. .... \$174,630  
 Fortune Feed ..... 2,430  
 Martha White Bread .... 7,080  
 Martha White Cake Mixes ..... 25,280  
 Martha White Coffee Inst./Reg. ..... 500  
 Martha White Corn Meal ..... 34,950  
 Martha White Flour ..... 103,890  
 Martha White Jams ..... 500  
 Whitehouse Co. .... \$136,740  
 Dolls ..... 5,180  
 Phonograph Records ... 124,910  
 Super Jet Guns ..... 6,650  
 Whitman, Stephen F., & Son ..... \$403,170  
 Whitman's Candy ..... 403,170  
 Wiedemann, George, Brewing ..... \$594,120  
 Wiedemann Beer ..... 594,120  
 Wilbert Products Co., Inc. .... \$79,680  
 Wilbert's Wax ..... 79,680  
 Wildroot Co., Inc. .... \$893,340  
 Formula No. 2 Hair Tonic ..... 43,860  
 Help Hair Tonic ..... 7,590  
 Vam Hair Tonic ..... 176,190  
 Wildroot Cream Hail Oil 607,200  
 Wildroot Hair Tonic..... 58,500  
 Wilkins, John H., Co., Inc. .... \$32,280  
 Wilkins Coffee Inst./Reg. ..... 32,280  
 Wilkins Rogers Milling Co. .... \$56,610  
 Washington Flour ..... 56,610  
 Williams, J. B., Co. .... \$270,090  
 Baby's Own ..... 300  
 Conti Castile Shampoo.. 103,460  
 Kreml Hair Tonic ..... 9,310  
 Lectric Shave ..... 109,370  
 Skol Suntan Lotion..... 47,650  
 Williams, R. R., Co. .... \$56,520  
 Wash N Dry ..... 56,520  
 Williamson Candy Co. .... \$119,510  
 Oh Henry Candy Bars ... 119,510  
 Williamson-Dickie Mfg. Co. .... \$90,070  
 Dickie Work Clothes ..... 81,620  
 Mens' Sport Clothing ... 8,450  
 Wilson & Co., Inc. .... \$312,050  
 Bak-Rite Shortening ..... 6,930  
 Canned Meats ..... 15,680  
 Ideal Dog Food ..... 2,360  
 Jane Wilson Canned Meat ..... 8,580  
 Meats ..... 278,140  
 Wilson Dog Food ..... 360  
 Wine Advisory Board .... \$250,190  
 Wines ..... 250,190  
 Wine Growers Guild .... \$121,670  
 Guild Wine ..... 121,670  
 Winn-Dixie Corp. .... \$24,220  
 Food Stores ..... 24,220  
 Winslow Chip Co., Inc. .... \$31,140  
 Winslow's Potato Chips . 31,140  
 Wisconsin Electric Power . \$80,830  
 Electric Service..... 80,830  
 Wisconsin Independent Oil. \$74,330  
 Gas & Oil ..... 74,330  
 Wise Potato Chip Co. .... \$128,150  
 Potato Chips ..... 128,150  
 Wishbone Salad Dressing.... \$48,300  
 Salad Dressing ..... 48,300  
 Wood Bros. .... \$51,660  
 H & C Coffee Inst. .... 12,390  
 H & C Coffee Reg. ..... 39,270  
 Wrigley, William Jr., Co. .... \$999,070  
 Doublemint Gum ..... 652,040  
 Spearmint Gum ..... 347,030  
 Wrigley Stores, Inc. .... \$77,990  
 Various Products ..... 77,990  
 Wyler & Co. .... \$20,600  
 Lemonade Mix ..... 19,500  
 Soup ..... 1,100  
 Wynn Oil Co. .... \$52,360  
 Lubricants ..... 10,500  
 Wynn's Oil ..... 41,860  
 X  
 XLNT Spanish Foods Co. .... \$24,760  
 Fresh Delicatessen Items ..... 24,760  
 Y  
 Young, W. F., Inc. .... \$204,790  
 Absorbine, Jr. .... 204,790  
 Youngblood's Poultry Farms ..... \$33,390  
 Poultry ..... 33,390  
 Z  
 Zenith Radio Corp. .... \$123,920  
 Zenith Radios ..... 19,330  
 Zippy Products, Inc. .... \$91,500  
 Zenith TV Sets ..... 104,590  
 Zippy Liquid Starch ..... 91,500

# HOW AND WHY TvB COMPILES SPOT FIGURES

The reporting of estimated television spot expenditures\* was inaugurated by the Television Bureau of Advertising, Inc. with the Fourth Quarter 1955. These reports were developed as a service to advertisers and agencies to meet what was felt to be three industry needs:

1. Information on the dimensions of spot television in a form which would enable advertisers to make comparisons with the regularly reported data on newspapers, magazines, network television and other advertising media.
2. Information on individual advertiser use of spot television so that each advertiser could assess more fully the advertising activities of his competitors.
3. Bases for the analysis of trend in the use of spot television.

The present report is the first Annual Report in the series and covers the full year 1956. In addition to the advertiser expenditures and other data provided in the Quarterly Reports, the Annual Report also contains *brand-by-brand* dollar expenditure estimates as well, for each advertiser investing \$20,000 or more in spot television during 1956.

Other data reported include annual expenditure totals for each product class; a listing of the top 100 advertisers in the use of spot television during the year; the ten ranking advertising agencies in the use of the medium; and an analysis for all advertisers of the kind of spot activity used and the time of day it occurred.

These reports represent the combined efforts of many people, and acknowledgment is made to TvB member stations and station representative organizations; to other cooperating television stations; to the N. C. Rorabaugh Co., Inc.; to the many helpful advertisers and agencies; and importantly, to the Bureau staff. Particular acknowledgment is made to Harvey Spiegel, the Bureau's Assistant Director of Research.

The Bureau believes that these expenditure estimates will provide advertisers with a basic, essentially accurate guide to spot television activity, and by filling this industry need will contribute to the sales development of television as well.

LEON ARONS, Ph.D., *Director of Research*  
Television Bureau of Advertising, Inc.

\*Any television activity — announcement, identification, participation or program — sponsored by a national or regional advertiser, selected and scheduled on a market-by-market basis.

**SPOT TV BRAND FIGURES** *continued . . .*



**SPOT TV SPENDING OF LEADING**

PRODUCT CLASSIFICATION	TOTAL EXPENDITURE	LEADING BRAND	BRAND EXPENDITURE	PRODUCT CLASSIFICATION	TOTAL EXPENDITURE	LEADING BRAND	BRAND EXPENDITURE
<b>Agriculture</b>	<b>\$ 1,225,000</b>			<b>Cosmetics &amp; toiletries</b>	<b>\$ 34,240,000</b>		
Feeds, meals	937,000	Purina Chows	\$ 157,060	Cosmetics	9,886,000	Helaine Seager— Drops of Gold & Pink Ice	2,247
Miscellaneous	288,000	Pfizer Animal Medicine	32,150	Deodorants	3,243,000	Arrid	1,4726
				Depilatories	1,226,000	Nair	1,0783
<b>Ale, beer &amp; wine</b>	<b>\$ 34,237,000</b>			Hair tonics & shampoos	6,783,000	Brylcreem	1,9150
Beer & ale	30,427,000	Ballantine Beer	1,852,280	Hand & face creams, lotions	606,000	Sof-Skin Hand Cream	11,14
Wine	3,810,000	Gallo Wine	1,091,980	Home permanents & coloring	3,826,000	Sof-Set Hair Spray	78,48
				Perfumes, toilet waters	1,202,000	Sardo Bath Oil	71,84
<b>Amusements</b>	<b>\$ 560,000</b>	M-G-M Pictures	105,670	Razors, blades	554,000	Gem	23,95
				Shaving creams, lotions	3,245,000	Rise Shaving Cream	78,14
				Toilet soaps	3,262,000	Lava	1,2863
<b>Automotive</b>	<b>\$ 12,912,000</b>			Miscellaneous	407,000	Q-Tips Cotton Swabs	69
Anti-freeze	616,000	Zerone & Zerex	221,530				
Batteries	378,000	Eveready	204,320	<b>Dental products</b>	<b>\$ 13,202,000</b>		
Cars	8,539,000	Ford	2,981,590	Dentifrices	11,093,000	Crest	2,8117
Tires & tubes	1,265,000	Armstrong	504,100	Mouthwashes	1,396,000	Listerine Antiseptic	1,3450
Trucks & trailers	179,000	Ford Trucks	113,980	Miscellaneous	713,000	Polident	4231
Miscellaneous	1,905,000	Rayco Seat Covers	696,830				
				<b>Drug products</b>	<b>\$ 32,026,000</b>		
<b>Building material</b>	<b>\$ 3,422,000</b>			Cold remedies	6,274,000	Super Anahist	\$ 2,7469
Fixtures, plumbing	593,000	Anchor Heating Sup- plies	113,930	Headache remedies	4,934,000	Bayer Aspirin	2,9986
Materials	609,000	Bethlehem Steel	181,510	Indigestion remedies	7,451,000	Alka-Seltzer	4,4907
Paints	892,000	Fuller Paints	154,530	Laxatives	4,175,000	Phillips Milk of Magnesia	1,2607
Power tools	777,000	Roto-Rooter	269,920	Vitamins	1,487,000	Geritol	4906
Miscellaneous	551,000	DuPont (institut.)	222,270	Weight aids	1,423,000	Tafon	64620
				Miscellaneous	5,039,000	Nytol	73800
				Drug stores	1,243,000	Walgreen	508180
<b>Clothing</b>	<b>\$ 8,688,000</b>			<b>Food &amp; grocery products</b>	<b>\$ 107,615,000</b>		
Clothing	6,929,000	Robert Hall Clothes	4,450,490	Baked goods	19,879,000	National Biscuit	3,05598
Footwear	1,468,000	Buster Brown Shoes	265,560	Cereals	8,533,000	Kellogg Cereals	4,81030
Hosiery	202,000	Tru-Craft Hosiery	56,930	Coffee, tea & food drinks	22,367,000	Maxwell House In- stant Coffee	4,31840
Miscellaneous	89,000	Karl's Shoe Stores	57,810	Condiments, sauces, appetizers	5,167,000	Sterling Salt	430510
				Dairy products	7,662,000	Borden Dairy Prod- ucts	59710
<b>Confections &amp; soft drinks</b>	<b>\$ 21,576,000</b>			Desserts	1,478,000	Jello Dessert	61500
Confections	9,766,000	M & M Candy	1,094,280	Dry foods (flour, mixes, rice, etc.)	4,720,000	Dromedary Cake Mix	98360
Soft drinks	11,810,000	Coca-Cola	3,683,910	Frozen foods	6,495,000	Birdseye	1,23060
				Fruits & vegetables, juices (except frozen)	6,106,000	Florida Citrus Com- mission	1,97250
<b>Consumer services</b>	<b>\$ 12,545,000</b>			Macaroni, noodles, chili, etc.	2,052,000	Buitoni Products	46550
Dry cleaning & laun- dries	112,000	Professional Laundry	38,650	Margarine, shortenings	4,893,000	Snowdrift	1,43800
Financial	1,907,000	Household Finance	493,430	Meat, poultry & fish (except frozen)	5,931,000	Oscar Mayer Meat	56730
Insurance	1,758,000	Blue Cross Services	399,440	Soups (except frozen)	783,000	Campbell's	58850
Medical & dental	159,000	Texas State Optical	71,310	Miscellaneous foods	6,384,000	Heinz "57" Varieties	1,33450
Moving, storage	408,000	Bekins Moving & Storage	113,390	Food stores	5,165,000	A & P Food Stores	90210
Public Utilities	5,366,000	Amer. Tel. & Tel.	3,800,990	<b>Garden supplies &amp; equipment</b>	<b>\$ 413,000</b>	F. S. Royster Guano Co.—Fertilizer	44,0
Religious, political, unions	2,066,000	Republican Party	774,100				
Schools & colleges	83,000	Isabell's Beauty Culture	25,910				
Miscellaneous	686,000	Slenderella Salons	399,180				

NOTE: Figures are gross as estimated by TVB; whole year 1956.

# BRANDS, BY PRODUCT CATEGORY

PRODUCT CLASSIFICATION	TOTAL EXPENDITURE	LEADING BRAND	BRAND EXPENDITURE	PRODUCT CLASSIFICATION	TOTAL EXPENDITURE	LEADING BRAND	BRAND EXPENDITURE
Gasoline & lubricants	\$16,030,000			Nations	\$ 456,000	Crown Zippers	114,580
Gasoline & oil	15,372,000	Esso Gas & Oil	2,190,780				
Oil additives	452,000	Bardahl	347,110				
Miscellaneous	206,000	Alemite Lubricating	127,890	Pet products	\$ 4,658,000	Hunt Club Dog Food	803,600
Hotels, restaurants	\$ 290,000	Howard Johnson's	92,270	Publications	\$ 1,366,000	Reader's Digest	744,990
Household cleaners, cleansers, polishes, waxes	\$ 6,863,000			Sporting goods	\$ 1,440,000		
Cleaners, cleansers	3,130,000	Spic & Span	991,250	Bicycles & supplies	86,000	Schwinn Bicycles	31,870
Floor & furniture polishes, waxes	952,000	Simoniz Hi-Lite Polish	227,850	General sporting goods	54,000	Remington Guns & Ammunition	35,940
Glass cleaners	523,000	Glass Wax	293,950	Toys & games	1,233,000	Lionel Trains	298,620
Laundry Dry Cleaners	1,595,000	Glanorene	891,960	Miscellaneous	67,000	Evinrude Outboard Motors	44,160
Shoe Polish	194,000	Esquire Shoe Polish	83,570	Stationery, office equipment	\$ 239,000	Instant Grip Cement	55,310
Miscellaneous cleaners	469,000	Drano Drain Cleanser	239,720				
Household equipment	\$ 7,735,000	RCA Appliances	1,110,100	Television, radio, musical instruments	\$ 2,360,000		
Household furnishings	\$ 3,805,000			Antennas	393,000	CDR Rotor Antennas	164,260
Beds, mattresses, springs	3,165,000	Simmons Mattresses	1,140,020	Radio & television sets	903,000	RCA Radio & TV Sets	297,030
Furniture & other furnishings	640,000	Simmons Reupholstering	113,080	Records	835,000	Columbia Records	422,490
				Miscellaneous	229,000	Columbia Phonographs	81,220
Household laundry products	\$16,286,000			Tabacco products	\$30,390,000		
Leaches, starches	1,672,000	Clorox	675,660	Cigarettes	28,872,000	Viceroy	5,373,290
Packaged soaps, detergents	13,352,000	Wisk	1,874,410	Cigars, pipe tobacco	1,518,000	El Producto Cigars	370,800
Miscellaneous	1,262,000	Borax	805,850				
Household paper products	\$ 5,329,000			Transportation	\$ 2,866,000		
Cleaning tissues	1,615,000	Northern Tissues	\$1,072,790	Air	1,181,000	National Airlines	260,930
Paper wraps	967,000	Waxtex	385,380	Bus	806,000	Greyhound Buses	639,470
Napkins	1,180,000	Kleenex Napkins	416,330	Rail	796,000	Great Northern Railway	195,210
Oilet tissue	519,000	Delsey	358,880	Miscellaneous	83,000	Home Lines Boat Travel	29,020
Miscellaneous	1,048,000	Flav-R Straws	375,720				
Household, general	\$ 3,075,000			Jewelry, cameras	\$ 7,066,000		
Rooms, brushes, mops	384,000	Bissell Carpet Sweeper	147,210	Cameras, supplies	336,000	Kodak Cameras	160,590
China, glassware, crockery	95,000	Pyrex Ovenwear	30,370	Clocks & watches	5,705,000	Bulova Watches	4,298,650
Disinfectants, deodorizers	490,000	Pine Sol	205,050	Jewelry	213,000	Helzberg's Jewelry	42,180
Soaps	161,000	Olga Coal Co.	38,590	Pens & pencils	812,000	Paper-Mate Pens	249,990
Insecticides	521,000	Raid Insecticide	136,720				
Kitchen Utensils	42,000			Miscellaneous	\$ 4,583,000		
Miscellaneous	1,382,000	Better Living Enterprises—Household Products	636,200	Trading stamps	1,281,000	Top Value Trading Stamps	1,041,480
				Miscellaneous products	1,333,000	Vic Tanney's Gym	263,010
				Miscellaneous stores	1,969,000	Montgomery Ward	410,090
				Total	\$397,498,000		

Turn page for top 25 clients and their brands ►



## WHAT EACH BRAND OF THE TOP 25 SPOT TV CLIENTS SPENT\*

1. Procter & Gamble	\$ 17,522,450
American Family	
Detergent .....	217,720
American Family	
Soap .....	29,140
Biz Liquid Detergent	61,570
Big Top Peanut	
Butter .....	633,770
Cainay Soap .....	109,560
Cheer .....	783,770
Comet .....	400,960
Crest .....	2,818,170
Crisco .....	25,100
Dash .....	1,693,880
Dreft .....	134,980
Drene Shampoo .....	213,270
Duz .....	743,500
Fluffo .....	147,610
Gleem .....	1,609,620
Ivory Bar Soap.....	15,680
Ivory Flakes .....	1,024,660
Ivory Snow .....	751,390
Ivory Toilet Soap .....	15,720
Jif Peanut Butter .....	47,650
Joy .....	1,785,900
Lava Soap .....	1,288,630
Lilt Home Permanent	201,570
Oxydol .....	774,220
Pin-It Permanent .....	7,210
Prell Shampoo .....	226,030
Secret Cream Deodor-	
ant .....	27,390
Secret Permanent .....	3,730
Shasta Shampoo .....	9,170
Spic & Span .....	991,250
Tide .....	513,820
Velvet Blend Sham-	
poo .....	39,860
Whirl Shortening .....	36,930
Zest Beauty Bar .....	139,020
2. Brown & William-	
son .....	\$ 11,288,620
Du Maurier .....	421,680
Kool .....	3,743,420
Raleigh .....	1,733,680
Tube Rose Snuff .....	16,550
Viceroy .....	5,373,290
3. General Foods .....	\$ 9,415,940
Baker's Cocoa .....	1,520
Baker's Frozen	
Cocoanut .....	2,300
Baker's Cocoanut .....	1,020
Baker's Inst. Choco-	
late .....	44,350
Birdseye Frozen	
Foods .....	1,230,660

General Foods (continued)	
Birdseye Frozen	
Poultry .....	3,040
Bliss Coffee Inst./	
Reg. .....	21,580
Bliss Coffee Reg. ....	430
Gaines Dog Food ....	31,600
Go Ironing Aid .....	2,600
Good Seasons Salad	
Dressing .....	22,040
Jello Gelatin Dessert	615,400
Jack & Jill Cat Food	3,250
Jello Puddings .....	344,860
Kool Aid .....	168,600
Kool Shake .....	44,920
Maple-Del Syrup ....	9,960
Maxwell House	
Coffee Inst. ....	4,318,140
Maxwell House	
Coffee Inst./Reg. ..	312,110
Maxwell House	
Coffee Reg. .....	831,650
Minute Potatoes .....	4,370
Minute Rice .....	6,820
Perkins Lemonade....	17,610
Post Toasties .....	129,090
Post's Cereals .....	421,820
Post's Grape-Nuts/	
Flakes .....	70,570
Post's Sugar Crisp ..	82,690
Post's Sugar Rice ....	12,890
Sanka Coffee Inst. ....	25,900
Swansdown Cake	
Flour .....	151,700
Swansdown Cake Mix	416,780
Yuban Coffee Inst./	
Reg. .....	19,990
Yuban Coffee Reg. ..	45,680
4. Sterling Drug .....	\$ 8,823,300
Bayer Aspirin .....	2,994,960
Bayer Aspirin—	
Children's .....	17,680
Campho-Phenique ..	17,340
Dr. Caldwell's Laxa-	
tive .....	229,530
Dr. Lyon's Dentif-	
rices .....	635,830
Double Danderine .....	114,640
Energine .....	438,390
Fizrin .....	1,178,190
Fletcher's Castoria ..	141,970
Haley's Aspirin .....	101,280
Haley's M. O. ....	851,930
Instantine .....	145,400
Ironized Yeast .....	149,900
Molle Shaving Soap	288,090

Sterling Drug (continued)	
Pepsomar .....	172,080
Phillip's Milk of	
Magnesia .....	1,262,070
Phillip's Milk of Mag-	
nesia Toothpaste ..	39,160
Z. B. T. Baby Powder	44,860
5. Philip Morris .....	\$ 7,369,440
Bond Street Tobacco	3,380
Marlboro .....	3,404,200
Parliament .....	640,180
Philip Morris .....	3,079,480
Spud .....	242,200
6. Colgate-Palmolive	\$ 7,314,700
Ad Detergent .....	167,320
Ajax Cleanser .....	144,420
Brisk Dentifrice .....	1,447,160
Cashmere Bouquet	
Soap .....	22,730
Colgate Bar Soap ....	193,230
Colgate Dental Cream	2,539,320
Colgate Lustre Net ..	8,240
Colgate Shave Cream	442,500
Deodorant Beauty	
Soap .....	253,800
Fab Detergent .....	65,880
Florient Deodorizer..	7,630
Glance Shampoo ....	5,200
Halo Shampoo .....	280,910
Kan-Kil .....	1,880
Lustre-Creme Sham-	
poo .....	23,430
Merry Detergent ....	46,640
Palmolive Shave	
Cream .....	498,240
Palmolive Shave Lo-	
tion .....	2,660
Palmolive Soap .....	7,560
Rapid Shave Cream	343,080
Vel Beauty Bar .....	131,120
Vel Detergent .....	598,660
Veto Deodorant .....	83,090
7. Warner-Lambert	
Pharmaceutical ....	\$ 5,820,440
Anahist Cough Syrup	4,620
Anahist Nasal Spray	12,840
Super Anahist .....	2,748,690
DuBarry Light and	
Bright .....	3,980
Hudnut Permanent ..	14,290
Listerine Antiseptic ..	1,341,500
Listerine Dentifrice ..	1,291,060
Quick Permanent.....	336,030
Richard Hudnut Cos-	
metics .....	67,430

\*Whole year 1956; figures are gross as estimated by TVB.

<b>8. Continental</b>	<b>13. Lever Bros. ....\$ 4,535,010</b>	<b>Max Factor (continued)</b>
Baking .....\$ 5,732,480	Breeze ..... 64,620	Max Factor Cosmetics ..... 1,926,600
Certified Bread ..... 14,520	Dove Toilet Soap .... 497,710	Max Factor Creme Puff ..... 11,390
County Fair Bread .. 33,480	Good Luck Margarine ..... 51,730	Max Factor Deodorant ..... 1,120
Daffodil Farm Bread 56,280	Hmn Detergent ..... 18,420	Max Factor Trace .. 11,390
Fruit Cake ..... 1,330	Imperial Margarine.. 1,378,220	Max Factor Hi-Fi .... 5,720
Hall Pride Cake ..... 2,970	Lifebnoy Soap ..... 77,570	Max Factor Pancake ..... 6,800
Hostess Cakes ..... 719,400	Lucky Whip ..... 5,720	Sof-Set Hair Spray .. 781,480
Morton Frozen Foods 1,160,270	Lux Liquid Detergent 15,810	
Profile Bread ..... 975,460	Lux Toilet Soap ..... 57,950	
Staff Bread ..... 292,400	Pepsodent ..... 118,390	
Twinkies ..... 75,600	Rinso ..... 288,680	
Wonder Bread ..... 2,366,080	Silver Dust ..... 63,500	
Wonder Brown and Serve Rolls ..... 3,770	Surf Detergent ..... 22,280	
Wonder Buns ..... 25,050	Wisk ..... 1,874,410	
Wonder Rolls ..... 5,870		
<b>9. National Biscuit ....\$ 5,536,500</b>	<b>14. Robert Hall ....\$ 4,450,490</b>	<b>22. Corn Products</b>
Dromedary Cake Mix 983,060	Clothes ..... 4,450,490	Refining ..... \$ 2,849,350
Dromedary Foods .... 12,470		Bosco Chocolate
Home Town Bread .. 9,020		Syrup ..... 1,842,280
Master Plan Bread .. 142,210		Karo Frosting ..... 30,280
Milk Bone ..... 77,370		Karo Table Syrup .... 23,590
Millbrook Bread ..... 20,320		Kasco Dog Food .... 308,520
Nabisco Cookies and Crackers ..... 3,059,090		Mazola Oil ..... 91,910
Nabisco Shredded Wheat ..... 178,110		Niagara Starch ..... 145,630
Nabisco Shredded Wheat, Jrs. .... 203,670		Now Instant Cake Frosting ..... 8,820
Nabisco Various Cereals ..... 166,270		Nu-Soft Fabric Softener ..... 372,070
NBC Bread ..... 170,340		Saybon ..... 22,090
Pal Dog Foods ..... 23,150		Zuma Salad Dressing ..... 4,160
Ranger Joe Cereal .... 12,930		
Rice Honeys ..... 324,430		
Wheat Honeys ..... 154,060		
<b>10. Miles Laboratories .....\$ 5,354,730</b>	<b>17. American Tel. &amp; Tel. ....\$ 3,800,990</b>	<b>23. Helaine Seager ....\$ 2,780,980</b>
Alka-Seltzer ..... 4,498,070	Includes all regional telephone compa- nies ..... 3,800,990	Drops of Gold ..... 358,260
Bactine ..... 284,950		Majitinje ..... 494,650
Nervine ..... 43,450		Pink Ice Cosmetics .. 1,890,090
One-A-Day Vitamins 429,980		Tint-N-Set ..... 37,980
Tabcin ..... 98,280		
<b>11. Kellogg ....\$ 4,810,530</b>	<b>18. Coca-Cola Co. ....\$ 3,697,460</b>	<b>24. Charles Antell....\$ 2,774,170</b>
All Bran ..... 33,150	Buck Beverage ..... 7,660	Charles Antell Cos- metics ..... 1,686,160
Corn Flakes ..... 52,640	Coca-Cola ..... 3,683,910	Charles Antell Spray Net ..... 31,410
Fizz-Ade ..... 72,510	Delish Bottled Drinks 5,720	Chignon ..... 120
Gro-Pup Dog Food .. 81,120	76 ..... 170	Custom Mop ..... 110
Rice Krispies ..... 10,660		Formula #9 Hair Cream ..... 112,190
Special K Cereal .... 1,028,600		Formula #9 Sham- poo ..... 221,330
Sugar Frosted Flakes 49,770		Hair Curlers ..... 470
Sugar Corn Pops .... 143,760		Reddi Kit ..... 140
Sugar Smacks ..... 4,290		Sando Reducing Aid ..... 35,900
Various Kellogg Cereals ..... 3,334,030		Slim Magie ..... 194,130
<b>12. Carter Products ..\$ 4,535,210</b>	<b>19. General Motors ..\$ 3,486,820</b>	Star Nail ..... 8,930
Arrid Deodorant .... 1,470,260	AC Spark Plugs ..... 124,510	Super Lanolin Liquid ..... 483,280
Carter's Liver Pills.... 1,202,670	All G. M. Cars ..... 29,630	
Colonaids ..... 310	Buick Cars ..... 75,970	
Nair ..... 1,074,830	Cadillac Cars ..... 580	
Rise Shaving Cream 787,140	Chevrolet Cars ..... 953,220	
	Chevrolet Trucks .... 18,090	
	Delco Appliances .... 18,360	
	Delco Batteries ..... 49,530	
	Frigidaire ..... 67,070	
	G. M. Trucks ..... 1,140	
	Institutional ..... 2,270	
	Oldsmobile Cars ..... 1,516,611	
	Pontiac Cars ..... 544,780	
	Saginaw Steering .... 86,100	
	<b>20. Ford ....\$ 3,332,620</b>	
	Ford Accessories .... 6,220	
	Ford Cars ..... 2,981,590	
	Ford Tractors ..... 26,940	
	Ford Trucks ..... 113,980	
	Lincoln Cars ..... 95,990	
	Mercury Cars ..... 107,900	
	<b>21. Max Factor ....\$ 3,181,730</b>	
	Courtley Deodorant.. 1,040	
	Courtley Toiletries .. 9,010	
	Dri-Mist Deodorant.. 427,180	

# ONLY ONE CAN DO THE JOB



Hear ye! Hear ye! Hear ye!

New survey data proves again that WNHC-TV, New Haven-Hartford, is the dominant station — by an overwhelming margin — in a *14-county area, covering 815,000 TV homes*. Sign on to sign off, seven days a week, WNHC-TV delivers average audiences 210% greater than top New York City station; 244% greater than Hartford; 174% greater than New Britain. Your KATZ man has the proof: ARB, Nov. 1956; PULSE, Oct. 1956; NIELSEN NCS #2, 1956.



**WNHC-TV**  
NEW HAVEN-HARTFORD, CONN.

Channel 8

ABC-TV • CBS-TV  
Represented by KATZ

operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

**WFIL-AM • FM • TV**, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.

**WHGB-AM**, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

# WASHINGTON WEEK

6 APRIL  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

**The Department of Justice has added Loews, Inc. to its quarries in the tv field.**

In a suit filed against Loews the past week the Department set out on a mission to stop the block-booking of motion picture films among tv stations.

Justice has an antitrust action going against RCA-NBC and is pursuing an overall probe into network practices, with litigation on that front a possibility.

**The only surprising angle about the block-booking procedure was its speed.** It became known only recently that the Department was scanning contracts between the major motion picture companies and tv stations, but action wasn't expected this soon.

Key to the hasty action is the parallel drawn by Justice between the block-booking features of the film industry consent decrees and the manner in which feature films are being merchandised to tv stations. Justice's objective: **To require the distributor to offer the films to stations on a picture-by-picture basis.**

The emphasis placed by Justice on films for tv shows how deeply the whole tv subject interests the trust busters.

One of the major preoccupations of Justice in its network investigations is the idea of divestiture. The film producers were forced to sell their theatres, and Justice now seems to be pondering whether the networks should sell their o&o's.

There's this ironic side to the consent decrees entered into by the major film distributors some years ago:

Independent theatre owners had been in the forefront of the fight to make block-booking illegal and force production companies to sell their theatres.

These same independents now suffer from lack of sufficient films. They quite openly admit they would like to have block-booking back as well as distributor ownerships of theatres. The reason: **It would just make life simpler for everybody.**

**Senator Wayne Morse, newly appointed chairman of the Senate Small Business special subcommittee on daytime radio stations, is speedily digging into this problem.**

He's set 29-30 April as hearing dates to review an issue which he accuses the FCC of ignoring for 10 years.

The committee will listen to daytimers, full-time stations, and the FCC on the daytimers' request for longer operating hours.

**Should the FCC act within the next three weeks to put fee tv on a road test, the order could take one of these two directions:**

1) A trial that might go so far as to permit participation by non-affiliated stations in various sections of the country.

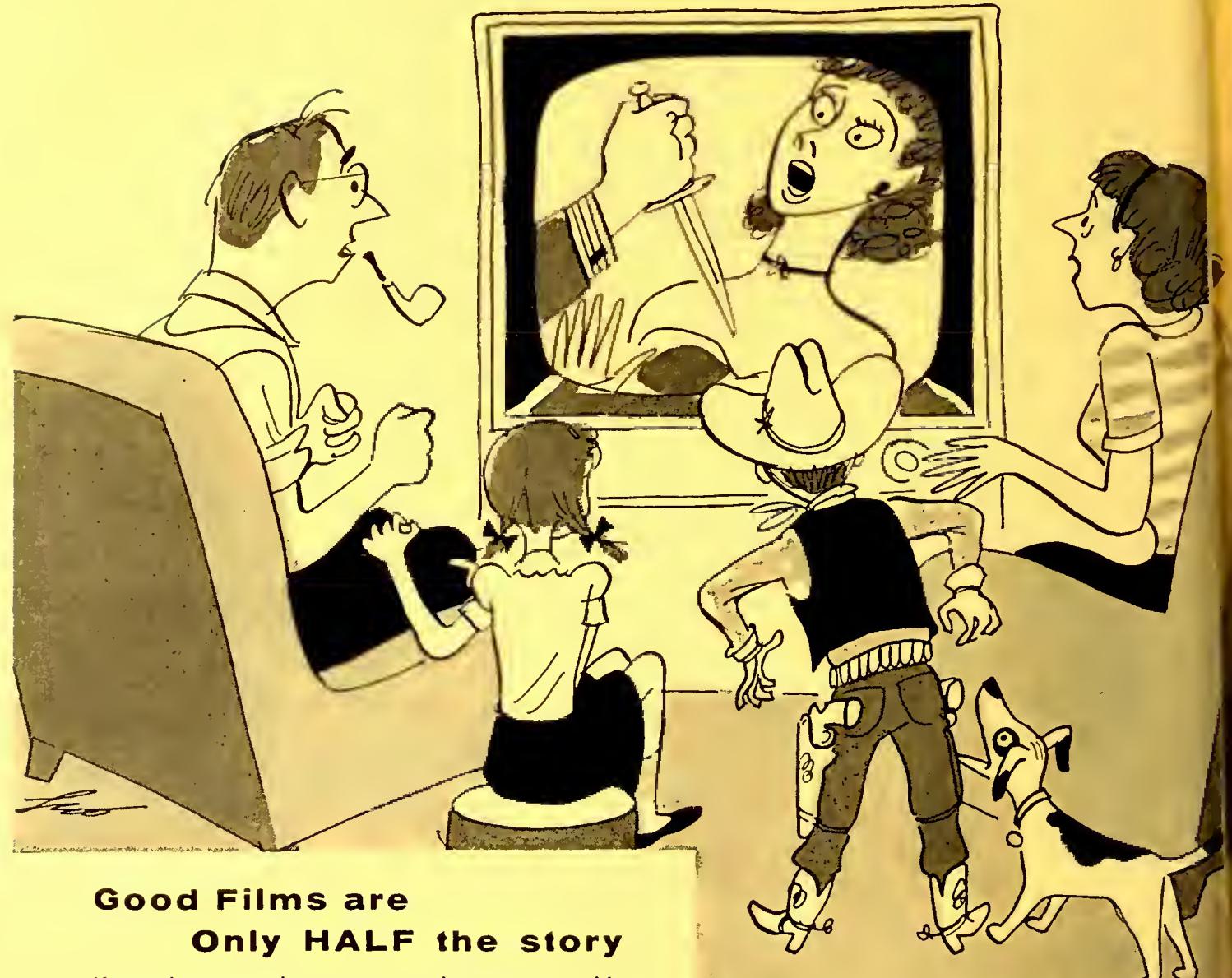
2) A very limited set of experiments hedged in by many conditions.

Fluid as the fee tv outlook is, the commissioners will not likely take any overt action until Commissioner John Doerfer has recovered sufficiently from his operation to attend an FCC meeting.

**The FTC this week asked the FCC to pass on to stations involved notices to the effect that complaints of false advertising have been issued against the Mentholatum Co., Whitehall Pharmacal Co. and Omega Chemical Co.**

Bases for the complaints: **Objectionable claims** about curing arthritis and rheumatism. (See article, The FTC Crackdown, page 30, 30 March SPONSOR.)

## GETTING THE MOST FROM

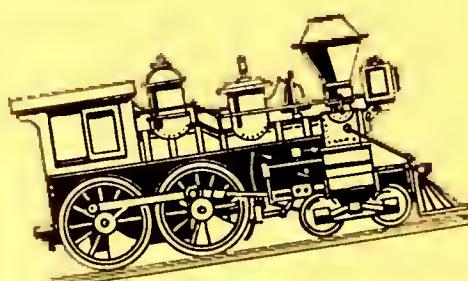


### Good Films are Only HALF the story

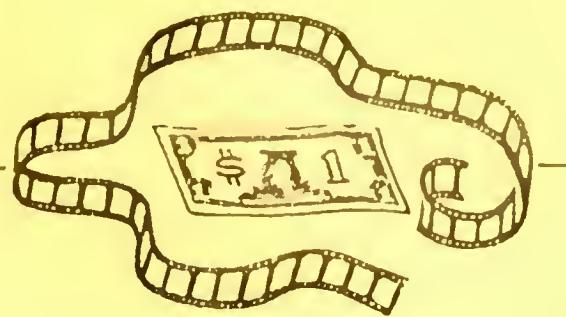
If you have complete system equipment to provide showmanship in your film programming, you'll be ready for bigger film profits. That's why it's a good idea to take a long look at your station's film room facilities before you invest a lot of money in films.

P.S.

HOW LONG SINCE  
YOUR STATION'S  
FILM ROOM  
WAS MODERNIZED?



FUR FILM DOLLAR...



## How an RCA Film System Will Enable You to Spark and Hold Viewer Interest

Here's how one of the most successful users of film shows gets excellent results. He employs several carefully planned steps made possible by the use of an extremely versatile film system. First, the program starts with a 20-sec. film commercial followed by a 10-sec. VSI—fading to a 30-sec. film teaser strip. The feature is then announced with a super-imposed "presentation" slide with record music. Feature is begun and film commercials are inserted at appropriate times to the end of the showing. This kind of expert programming that sustains audience interest is only possible with the proper combination of film equipment.

You have creative people who can do a similar job for you if given the right tools. An RCA Film System will provide them with these tools. It will enable you to offer a variety of film presentation formats for sparking and sustaining program interest. It will also help you prepare for future expansion.

Lack of long-range planning will obsolete equipment before its time . . . leave you unprepared for color. Investigate the quality and cost-saving of an RCA Film System—we'll be glad to help you check at typical stations. And ask the RCA Broadcast Representative to show you our latest film literature.



**RADIO CORPORATION of AMERICA**

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

*In Canada: RCA VICTOR Company Ltd., Montreal*

# SPONSOR HEARS

6 APRIL  
Copyright 1957  
SPONSOR PUBLICATIONS INC.

**Pat Weaver's philosophy** about the welter of stuff that's been printed about his plans apparently is:

- It pays to be kept alive in the trade press.
- Some of the stories about his plans may have been a source of useable ideas to readers in short a **free sample of Weaver's wares**.

**Booz Allen & Hamilton** is about ready to tell the NBC management what should be done with the advertising, public relations, promotion, and publicity setups.

The streamlining, according to reports, could bring savings of around \$1 million a year.

Here are two recent **radio commercials** that are getting nice comment among the professional listeners and appraisers:

- 1) The Titus Moody (Parker Fennelly) character for **Pepperidge Farm Bread**.
- 2) The Chinese dialect commercial for **Sen-Sen**.

Proof that **Madison Avenue** has a heart for its veterans:

An agency v.p., with many years of experience in air media, got his "retirement" memo **six months ago**, but was told he could keep his office and secretary until he connected.

He's still coming in every day, with nary a hint that he's stretching the deadline.

**It is Gail Smith, P&G's associate manager of advertising production and program buyer, who is reported considering an offer from MCA's Revue Productions.**

The name of Bill Craig, who left P&G for the William Morris office last year, was inadvertently substituted for Smith's in 30 March SPONSOR HEARS.

**R. Neisen Harris, Gillette v.p. and president of the Toni Co., is on assignment to the Paper-Mate division.**

Gillette president Carl J. Gilbert hinted at the reason when he reported last week that the earnings for the 1957 first quarter were under last year's level because of a "combination of unusual factors."

**A start in publicity has proved a good springboard for a deep dive into the air media.** Here's a partial list culled from network rosters:

	STARTED WITH	CURRENT CONNECTION
Vance Babb	NBC	N. W. Ayer v.p.
Jerry Danzig	Mutual	NBC program v.p.
Bill Fineshriber	CBS	TPA sales v.p.
Lester Gottlieb	Mutual	CBS program v.p.
Don Higgins	NBC-Blue	Storer Broadcasting v.p.
Tom Knode	NBC	Petry v.p.
Tom Lane	CBS	Lennen & Newell v.p.
Earl Mullin	NBC-Blue	ABC press v.p.
Bill Schudt	CBS	CBS Radio station relations v.p.
Davidson Taylor	CBS	NBC public affairs v.p.

### Otter

*Lutra Canadensis*

Way up in the wilds of Michigan, this torpedo-shaped swimming star is a playful nomad, ever on the prowl for woodland waters where fish are plentiful. His fur coat is properly insulated and durable, but somewhat out of fashion.

Original sketch  
by conservationist  
Charles E. Schaefer



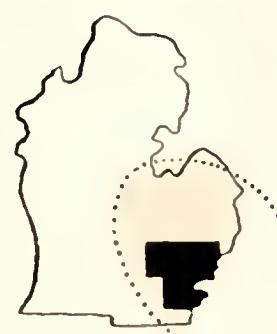
## Put your money where the people are

Are you reaching otters instead of people with your Michigan radio advertising?

WWJ's new Hi-Fi signal, personalities, news coverage, and feature programming concentrate on *people*—the big-earning, big-spending folks in southeastern Michigan to whom WWJ is a constant companion and trusted friend.

Ogle the otters when you can find them. Use WWJ when your sights are on sales.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying income is within WWJ's daytime primary area. In the Detroit area alone, over 3½ million people drive nearly 1½ million cars and spend over \$5 billion annually for retail goods.



**WWJ RADIO**

WORLD'S FIRST RADIO STATION

Owned and operated by The Detroit News

NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.



## WHO SALUTES

If you buy radio time by the "Let's run it up a flagpole and see who salutes" method, WBNS Radio is at the top of the staff. Our salutin', listenin' friends have \$2,739,749,000 to spend. They and Pulse place us first in any Monday-thru-Friday quarter-hour, day or night. Ask John Blair.

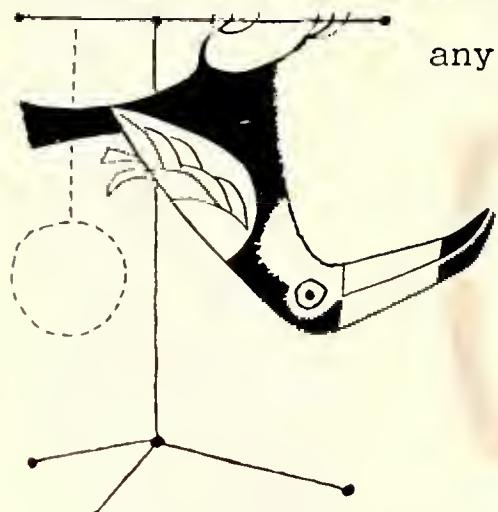
**WBNS RADIO**  
COLUMBUS, OHIO



any way you look at it...

# KBTM

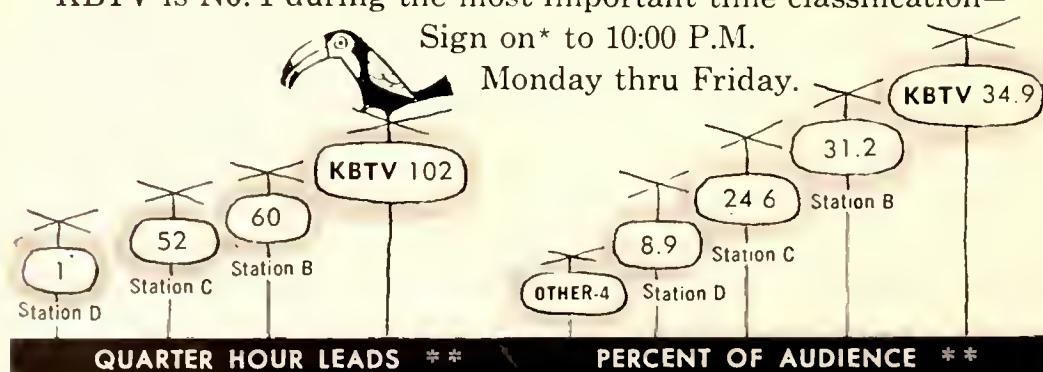
first in DENVER



Quarter hour leads or percentage of audience...  
KBTM is No. 1 during the most important time classification—

Sign on\* to 10:00 P.M.

Monday thru Friday.



Represented by Peters, Griffin, Woodward, Inc.

\*10:30 A.M.  
\*\*Jan. 1957 ARB

John C. Mullins, President  
Joe Herold, Station Manager

channel **9** **KBTM**  
1089 Bannock  
Dial Tabor 5-6386

## DON'T MISS THE BOAT

(Continued from page 31)

adjacencies, audience turnover, mixtures of live personalities and good slots for film commercials.

"It isn't enough to offer an advertiser an advantageous price," one media director told SPONSOR. "The station that sells most convincingly is the one that talks about factors beyond price—sales results for other advertisers, type of audience reached, merchandisability of local personalities and so forth."

**5. Client contact:** Many spot advertisers look for closer contact with station management. This does not mean that they want to or could bypass either the station's rep or their advertising agency. But it does mean that familiarity with station executives and management gives the client more confidence and personal knowledge about the station.

"Recently we ran a test campaign in the Southwest," one ad manager for a multi-product company told SPONSOR. "I visited two stations in two cities and found that I was able to improve our schedule immensely by being there. For instance, there's a local m.c. for one of the feature film packages we'd bought into who had really strong local appeal. Every retailer I talked to felt that this m.c. could sell tremendously well for us. Well, all I did was to switch times so that we could take advantage of his live lead-ins. It should have been possible to do this type of buying out of New York, either through better information from the rep or from the station directly."

No client suggests that station managers should beat a continuous path to his door. But they do feel that there should be enough of an acquaintance between advertiser and station so that the client can feel free to pick up the phone and call when a serious problem develops.

"We actually switched a \$75,000 order from one station to another in a major market because of a good relationship with the management of the station that got the business," one client told SPONSOR. "Both stations offered us relatively similar packages, and our agency presented us with the choice. We'd been on the first station for a number of years, but I never felt that they'd done much in the way of servicing this account, letting us know

how we were doing, or sending us any status report or figures. I do know the manager of the other station, so I called him and told him our agency had recommended his station and that I wasn't completely sold. We made some adjustments and placed the order."

This isn't a question of favoritism or bargaining. It's just a simple rule of salesmanship that a client prefers to know the man he buys from and that he doesn't want to feel he's dropped as soon as he's signed on the dotted line.

**6. Programming:** Some hardening of the programming arteries is setting in, according to many timebuyers. If a format's proved itself successful both in radio and tv, every station tends to ride it into the ground.

"Music-and-news is good, so many radio stations program 12 hours of music and news," says the chief timebuyer of a major air media agency. "Features are the hit of the moment, so tv stations play one feature after the other. This doesn't give the advertiser much choice. Besides, we feel that the best way one tv station can compete with the other is not by putting bigger or better features against its competitor's feature films, but to do something different, be it with live or syndicated film programming."

Even within the framework of feature film programming, there are any number of original and creative ideas a station can work into the package, to differentiate it from the other station's by something beyond the film title. Many stations use m.c.'s to introduce the film and narrate bridges, if they cut the feature for commercials.

But there are varieties of approaches to use with the m.c. as well. For instance, WCAU-TV, Philadelphia, has made a "guessing game" out of the title of its nightly features, as a sort of audience teaser. The station doesn't announce or advertise its feature for the next night but invites people to tune in and find out what it is.

Radio news and music formats also give stations lots of opportunities for localized and individualized approaches within the music-and-news format.

There's no feeling of a blanket indictment on this score by either advertisers or agencies. Admen do feel, however, that radio and tv stations both may be overlooking opportunities because they're not putting themselves in the clients' shoes often enough. 

in the spotlight. . .

OKLAHOMA CITY'S  
**FIRST and ONLY**  
**FULL TIME**  
**INDEPENDENT**  
**STATION**

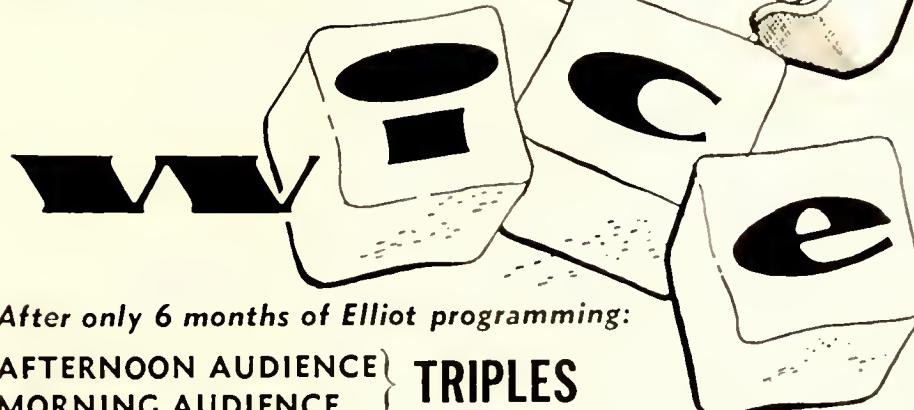
OKLAHOMA'S ONLY  
**5000 WATT**  
**FULL TIME**  
**NEWS and MUSIC**  
**STATION**

**KTOK**

1000  
KILOCYCLES

OKLAHOMA'S MOST IMITATED RADIO STATION  
Represented by PAUL H. RAYMER CO., Inc.

**HOTTEST**  
**RADIO BUY**  
**IN PROVIDENCE**



In 16 daytime quarter hours, WICE is now either first or second in audience . . . and STILL GROWING!

Source: C. E. Hooper, Jan.-March 1957

**The ELLIOT STATIONS**  
great independents • good neighbors

TIM ELLIOT, President

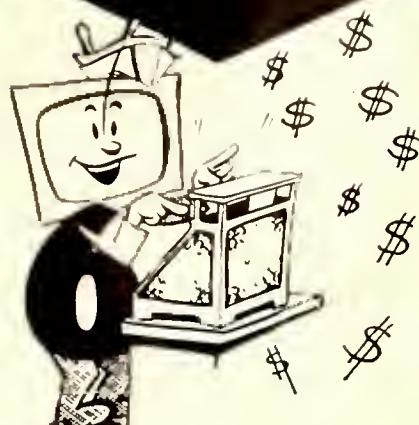
Akron, Ohio - WCUE

WICE - Providence, R. I.

The John E. Pearson Co., National Representatives

# KOIN-TV

YOUR BEST  
*Television*  
**SALESMAN**  
*in the*  
**PORTLAND,  
 OREGON  
 MARKET**



**EVERY WEEK  
 MORE PEOPLE  
 WATCH KOIN-TV**



### **Check the Ratings**

- 15 of the Top 16 Weekly Shows.
- 7 of the Top 10 Multiweekly.
- 46% Share-of-Audience in Metropolitan Portland.

(February 1957 ARB)

### **Check the Coverage**

Demand absolute proof of KOIN-TV's Superior Coverage of the full 30-county Oregon Market from your nearest

**CBS Television Spot Sales Office**

**KOIN-TV**  
**CHANNEL 6**

## **Reps at work**

**Frank Fitzpatrick**, The Katz Agency, New York, comments: "The advertiser who aims for saturation must run heavy schedules on several or possibly all radio stations covering the market. The object of a true saturation campaign is to make certain that every possible customer in an area is impressed and impressed repeatedly with the message. This means heavy schedules on the leading stations in each market. The need for this type of planning should be obvious but apparently it is misunderstood by many. When an advertiser plans a saturation campaign in a good-sized market with several stations and he ends up with 50 or 60 or more spots per week (his entire budget) on one station, he isn't saturating that market—he is saturating one station. Sometimes, it is the leading station and his agency may have recommended it because it had the highest ratings and represented the best value. Frequently, it is one of the lowest-priced and was chosen because for the available budget it was possible to buy more spots than on better-rated outlets. In either case, the result is that the advertiser saturates one station. He fails to saturate his market."



**Al Larson**, Avery-Knodel, Inc., New York, comments: "The reason a few buyers think that uhf does not give them their money's worth is because they are not correctly interpreting ratings in uhf-vhf markets. As an example, on page one of the Norfolk, Va., ARB the statement is made, 'This survey measurement is based on sampling of *all* homes except those on military bases.' *All* homes are included, not just vhf or uhf homes. Therefore, you cannot apply a rating against the uhf tv circulation figure to determine the number of viewing homes for uhf station WVEC-TV in that market. Since ratings are expressed as a percentage of all uhf-vhf homes, the total number of homes must be determined first. This is arrived at by dividing the conversion factor



(70% in the case of WVEC-TV) into the number of vhf homes. The division gives WVEC-TV 232,857 tv homes within its coverage area. This is the figure against which ratings should be applied to get the audience for this station. If this method is used you get a true cost-per-1,000 which reflects *all* homes in the area where the sampling was done. This is the accurate measure of the market."



\* COMPARE THE COST!  
COMPARE THE RATINGS!

	COST PER MIN. SPOT 1 TIME RATE*	HOMES REACHED**	HOMES PER DOLLAR
<b>WWOL</b>	<b>\$12.50</b>	<b>14,500</b>	<b>1,160</b>
NET STA. "A"	40.00	15,500	388
NET STA. "B"	35.00	3,500	100
NET STA. "C"	23.00	20,800	904
NET STA. "D"	20.00	4,500	225
IND. STA. "A"	18.00	3,800	211
IND. STA. "B"	9.00	4,300	477

BASED ON: \*SRDS CLASS A  
3 P.M.-6 P.M.-FEB. '57

\*\*NIELSEN REPORT NOV. '56 (Page 5)  
Monday thru Friday, 3 P.M.-6 P.M.

**WWOL GIVES THE LOWEST DOLLAR COST  
PER LISTENER IN THE BUFFALO AREA!**

Check: NIELSEN

Check: HOOPER

Check: PULSE

Check: The 50 National Advertisers who  
now include **WWOL RADIO**  
in their budgets!



**WWOL**

315 MAIN STREET  
BUFFALO, NEW YORK

NATIONAL REPS: FORJOE & CO.

# TV and radio NEWSMAKERS

# KRMG

*is tops in the Tulsa  
Area by ★ RATES...  
★ RATINGS...  
★ COVERAGE!*

*The January  
1957 Pulse 26 County  
Area Study Proves  
KRMG to be your  
best Radio Buy in  
the Rich Tulsa  
Market...*

*Ask your Blair  
Man to show you...*

**50,000 WATTS ★ 740 KC**

# KRMG

*Tulsa - Oklahoma... The  
Great Independent of the  
Southwest!*

**CBS Radio  
5,000 WATTS - 1280 KC**

# KERG

**EUGENE, OREGON**  
WANT MORE FACTS?  
- CONTACT WEED & CO.



**George Henry Smith** has been appointed director of the tv division of August Dorr Associates, Miami, in an announcement by David Hume, president. Smith has been a prominent figure in Florida tv and has several new creative tv techniques to his credit. He has launched and directed the two largest tv campaigns in the area. Before joining the Dorr agency, Smith

had been tv director and account executive with another Miami agency for five years. His extensive background in advertising includes: ad manager of a large Pennsylvania department store; advertising director of a New York newspaper; an executive with Lennen & Mitchell, New York, which handled the Old Gold account. Smith is a graduate of the American Academy of Dramatic Arts. His theater experience has been a springboard for television.

**Arnold Alpert**, advertising director of SPONSOR, has been appointed a vice president of the publication according to a recent announcement by Norman R. Glenn, president and publisher. Alpert joined SPONSOR in 1951 as a member of the editorial staff. In 1952 he left the magazine to attend the Graduate School of Journalism of Columbia University. After obtaining an MS from Columbia, he rejoined SPONSOR as Midwest manager in 1954. In 1955 Alpert was appointed assistant advertising director and took over the post of advertising director in July of the following year. Alpert was born in Denver, Colorado, and received his undergraduate education there, graduating from the University of Colorado in 1941. He served in the armed forces during World War II, and saw European service as a major in the infantry.



**G. Roger Bower** has been appointed general manager of WNAO-TV and WKIX, Raleigh, N. C., according to an announcement by John W. English, president of Sir Walter Television Co., which owns and operates both stations. J. H. Bone is resigning as general manager of WNAO to take over the post at WBRZ-TV, Baton Rouge. Bower came to WKIX as manager last September. In January he was appointed as a v.p. of the Sir Walter Television Co. He is a veteran of radio and tv with a background of 25 years in the entertainment field. Many top network shows over the years have been produced and directed by him for NBC, CBS and the Mutual Broadcasting System. A noted speaker on humor and entertainment, Bower authored "Stop me if you've heard this one." His latest work is being published by A. S. Barnes.



The "new"  
**WDAU-TV**  
 makes "ONE MARKET"  
 of **SCRANTON...**  
**WILKES-BARRE** and  
 the 52 communities  
 of **NORTHEAST**  
**PENNSYLVANIA**

On April 1st, WGBI-TV, Scranton, became the new **WDAU-TV**, Channel 22, an affiliate of WCAU-TV, Philadelphia.

Everything's new on the new **WDAU-TV**!

- **NEW!** Power upped to one million watts.
- **NEW!** Doubled antenna height...the highest in the area.
- **NEW!** Transmitting equipment is the latest advancement in the field of electronic transmission, increasing power nearly sixfold.
- **NEW!** Doubled coverage area...reaching 1½ million people in 19 counties.
- **NEW!** Sharper, brighter, consistently clearer picture, over the entire area.

In the past, WGBI-TV surpassed all competition in Scranton and Wilkes-Barre, both day and night. Now, the advantages of **WDAU-TV**'s new facilities plus the seasoned skills of WCAU-TV, guarantee the **LARGEST AUDIENCE IN THE AREA AT THE LOWEST COST!** Phone H-R TELEVISION for the complete story!

**WDAU-TV**  
*Scranton*



CBS Television Network in Northeast Pennsylvania

# SPONSOR SPEAKS

## How to grow with tv and radio

Broadcasters who flock to Chicago this week for the 35th Annual NARTB Convention can look forward to a year of tremendous potential both in radio and television. In making its rounds among advertisers and agencies, SPONSOR has seen sign after sign that radio's 1957 surge will continue stronger than ever come fall; that television, far from reaching a plateau, will continue at a mature growth rate.

But just how fast the individual station moves ahead depends on the station's own management. Television and radio budgets are growing, yes. But the competition is keener than ever before with more radio as well as tv stations crowding the spectrum.

How can the individual station get its fair share?

Basically the answer has to be by matching station operation to the needs of advertisers. In order to give broadcasters a basis for measuring their own performance against the thinking of advertisers and agencies, SPONSOR asked admen over the past few weeks for their critique of station operation (see page 29 this issue).

As we see it admen are most perturbed about rate confusion, particularly in television. It is not that advertisers question the level of rates so much as that they are confused about the basis on which rates are determined. Advertisers want to be able to plan their expenditures ahead with some certainty as to what to allow for rate rises. And they would like to feel that comparable stations in comparable markets price themselves on a reasonably similar level.

Perhaps stations could satisfy advertisers better on this score if they made more calls on the sponsor. Sponsors, in fact, pointed out that they would welcome closer contact with station executives. They feel they should know the men who are the ultimate recipients of their advertising dollars and that station men do not call on them often enough.

Finally, admen sounded these other warnings: that too many stations rely on imitation rather than creative programming techniques; that programs are preempted too often.

SPONSOR believes that the station which works closest with the advertiser to find out his needs, his gripes, his philosophy will be the one which profits most from air media growth.



**THIS WE FIGHT FOR:** *Advertisers must not forget that the commercial is the pay-off. Nothing else matters if the commercial fails. Yet commercials often get secondary consideration amid the pressure of other decisions.*

## 10-SECOND SPOTS

**One-penny mystery:** An order for 100 million pennies has been placed with the Chemical Corn Exchange Bank in New York. If possible, delivery will be made this year. The client has not disclosed why he wants all those pennies. *If we dare guess, we'd say there's a new tv quiz show in the making to be called something like A Penny For Your Thoughts.*

**Backfire:** In their tv commercials, M&M Candies present a convincing demonstration wherein a competitor's chocolates melt in the announcer's hand while M&M's remain unmelted. The three-year-old daughter of a Madison Avenue adman recently attended a birthday party for a tiny friend. When the celebrant's mother passed around M&M candies, the adman's daughter drew back, wide-eyed. "Ooh, I never eat M&M's," she said. "They melt in your hand!"

**Mashed?** Some lucky member of the American Women in Radio and Television will win an acre of potatoes at the St. Louis convention this month. This prize has been donated by the Maine Dept. of Agriculture and the Maine Potato Commission. *The impact of farm radio, no doubt.*

**Secy Wntd:** From N. Y. Times ad—  
GIRL FRIDAY

"TV DEBUTANTE"

Is this your first "ball" for making your first entrance into the business world? This delightful spot is for you! To \$55 . . .

*It may come as news to this copywriter, but more debutantes tango than type.*

**In a day's work:** Word has just come from the auditors for WBZ, Boston, and WBZA, Springfield, regarding the expense account turned in by Rod MacLeish during the New England floods of '55. His expense sheet included an airplane, a horse, and a bulldozer (*at \$1.00 per minute*). *There may be some weirder ones than that turned in after the NARTB Convention.*

**Socko!** Terseness is proverbially the watchword of copywriters. That this can be achieved was proven by A. S. Black & Co. advertising agency of Houston, Texas, in an institutional ad for their own agency. It consisted of two words: EVENTUALLY YOURS?

AGAIN FOR THE 4TH CONSECUTIVE MONTH  
**U-N-D-I-S-P-U-T-A-B-L-E**  
**DOMINANCE**  
**WTVR**



RICHMOND,  
VIRGINIA

NOW BOTH ARB AND PULSE AGREE  
THE LATEST JAN.-FEB. SURVEYS PROVE IT!

STATION	SHARE OF AUDIENCE (PULSE)	SHARE OF AUDIENCE (ARB)
WTVR MON.-FRI. 6 PM-12 MID.	37	36.7
STATION "B" Mon.-Fri. 6 PM-12 Mid.	35	31.3
STATION "C" Mon.-Fri. 6 PM-12 Mid.	27	31.5

AND WTVR HAS 8 OUT OF THE 15 TOP WEEKLY PROGRAMS  
PLUS 6 OUT OF THE 10 MULTI-WEEKLY PROGRAMS

**DOMINANT IN HOMES  
REACHED**

MONTHLY, WEEKLY AND DAILY—DAY AND NIGHT  
SEE NIELSEN COVERAGE SURVEY #2

**DOMINATE IN RESULTS**

BY CALLING ANY BLAIR TV OFFICE  
OR WILBUR M. HAVENS 5-8611  
WTVR—RICHMOND, VA.

With 15 of Kansas City's  
"TOP 30" Prime-Time Shows  
(December Nielsen Report)

# KMBC-TV

now adds to Channel 9 schedules  
TV's Finest Syndicated Film Programs!



PASSPORT TO DANGER  
Cesar Romero



YOU HAD A MILLION  
Marvin Miller



TROUBLE WITH FATHER  
Erwin and Mrs. Erwin (June Collyer)



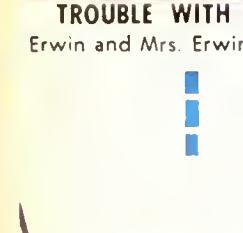
MAN BEHIND THE BADGE  
Charles Bickford



JANET DEAN, REGISTERED NURSE  
Ella Raines



RACKET SQUAD  
Reed Hadley



OVERSEAS ADVENTURE  
James Daly



DATELINE EUROPE  
Jerome Thor

See Peters, Griffin, Woodward, Inc. for availabilities.

... It's easy to see why

**the SWING is to KMBC-TV**

Kansas City's Most Popular and Most Powerful TV Station



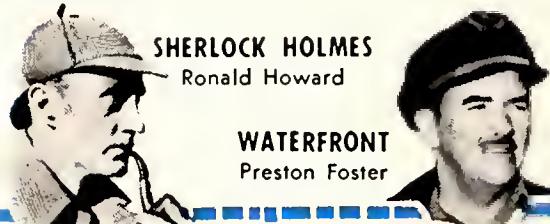
...and in Radio, it's **KMBC of Kansas City—KFRM for the State of Kansas**

Read the titles . . . note the stars . . . study the fine ratings secured everywhere by these fine syndicated half-hours. Then consider that *all* of these vehicles are available to you on Channel 9 in Kansas City—as spot-carriers for minute announcements, or for half-hour sponsorships.

Seldom has *one station* in a major market come up with such fine syndicated-film programming as this great new summer schedule on KMBC-TV.

The Channel 9 six-o'clock kidult film strip has for 18 straight months been producing top-ratings in Kansas City with Cisco Kid, Superman, Sky King, Wild Bill Hickok and Annie Oakley. Four of these are in the Nielsen "Top Thirty" for December—along with such fine ABC-TV shows as Conflict, Wyatt Earp, Rin Tin Tin, Disneyland, Broken Arrow, DuPont Theatre, the Lone Ranger and Lawrence Welk. Together with Highway Patrol, Susie, Code 3, and Man Called X, they give KMBC-TV a program line-up which includes *5 OF THE TOP 10 . . . 9 OF THE TOP 15 . . . 15 OF THE TOP 30*.

Now, Channel 9 adds to its ABC-TV rating winners (and such fine KMBC-TV feature film as the powerhouse David O. Selznick package) the great properties illustrated here. Take your choice of availabilities in these wonderful programs of adventure, intrigue, comedy and mystery. Your PGW Colonel can give you all the details!

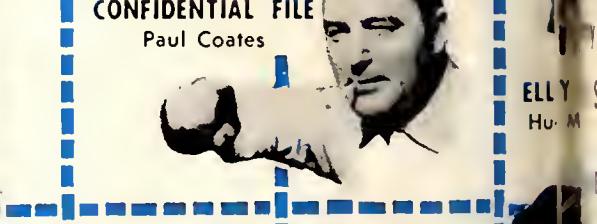


SHERLOCK HOLMES  
Ronald Howard

WATERFRONT  
Preston Foster



CROSS CURRENT  
Gerald Mohr



CONFIDENTIAL FILE  
Paul Coates



THE FALCON  
Charles McGraw



THE LONE WOLF  
Louis Hayward



BY-LINE  
Mark Stevens



DON DAVIS, President  
JOHN T. SCHILLING, Executive Vice Pres  
GEORGE HIGGINS, Vice President and  
Manager  
MORI GREINER, Manager, KMBC-TV  
DICK SMITH, Manager, KFRM-Rio

